

The AUTHOR & JOURNALIST

"AUTHOR TO READER"

By RALPH MILNE FARLEY

THE GARDEN-HOME MAGAZINE FIELD

By BEN ARTHUR DAVIS

THE WANE OF SCIENCE FICTION

By ALLEN GLASSER

THE NON-PROFESSIONAL PLAY

By WATKINS E. WRIGHT

Quarterly

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THE AUTHOR & JOURNALIST . . .

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"THE LAW CAN'T TOUCH US!"

THE enlightening experiences of Lottie Perkins in answering the advertisements of various copyright concerns, "vanity" publishers, and song-poem specialists, has developed an avalanche of correspondence. Our only regret is that space will not permit us to share all of it with readers. In addition to reading in *THE AUTHOR & JOURNALIST* of Lottie's venture in writing the worst story—novel—song poem that she could devise, and receiving fulsome praise for her efforts from the various concerns that rose to the bait, many heard of her exploits through other mediums. Thousands listened to the striking summary given by Joseph Henry Jackson, distinguished literary critic, over the National Broadcasting Company system through his Sunday evening "Readers' Guide." Others read the story in *Time*, *Variety*, *The Publishers' Weekly*, or other periodicals.

Many of the letters commending *THE AUTHOR & JOURNALIST* for throwing the spotlight of publicity on these institutions called our attention to similar schemes. One reader sends us the literature of the Writers Placement Bureau, Box 227, Omaha, Nebr., which has all the earmarks of belonging to the same category. Selected passages from the two-page letter "accepting" his story will explain its plan.

Dear Mr. _____:

Your story, *LIGHTNIN'*, was chosen by our Manuscript Department. I want to extend you my personal congratulations. . . .

We have selected your story, Mr. _____, to be included in our next issue. *THE NEW STORY MONITOR* is a unique publication we have created to aid in the sale of manuscripts to magazine and motion picture producers.

We are enclosing a copy of our magazine cover and you will notice that we have reserved a space to feature your story and your name on the cover of our next edition. Your name on the cover as a featured writer assures you of a higher degree of attention when your story is placed in the hands of your friends, various publications and film producers.

If you are wondering how we can operate on such a basis, let me explain. . . . If the story meets with my approval, and the author is willing to give us his cooperation, the story is included in our magazine and copies are mailed to leading publications and film producers. When your story is submitted to them, they are invited to choose your story and to purchase it at the standard price. . . . After the Royalty Contract is signed, our company retains 20% of the purchase price of each story as profit, and the remaining 80% is paid to the author. . . . If your story is sold for, let us say, \$200, you will receive \$160 as outlined in our contract. . . .

Mr. _____, since your future as a writer depends upon getting some of your stories in print . . . we are confident that you will be glad to pay the small expense of putting your story in our professional mimeograph form so that it may be bound into the magazine. . . .

If you do not think your story is good, and if you do not have the nerve to take a chance with us, or if you do not want to see your story in print or on the screen, then I have misjudged you. I believe that my judgment in such matters is good. I have picked your story and I feel confident that you are the type who is willing to leave no stone unturned in achieving the success in the writing game that good work deserves.

Very truly yours,
WRITERS PLACEMENT BUREAU,
By C. B. Schmitt, Sec'y and Treas.

What is this "small expense" which the client is casually asked to meet in order to sustain Mr. Schmitt's faith in his judgment of human nature? We turn to the contracts enclosed, to discover that it is \$20.00. For this sum, the company agrees to include the story in its "magazine" and submit it "to such publications and film companies as the Writers Placement Bureau sees fit."

The plan operates, apparently, within the law, since no promises are made that would not be easy of fulfillment. As in case of the copyright concerns and vanity publishers previously discussed, however, the

In this issue, two writers' conferences are called to the attention of readers who may be in a position this summer to combine self-improvement with a vacation amid delightful surroundings. The most unique venture of its kind is the Writers' Conference Afloat, sponsored by *THE AUTHOR & JOURNALIST*. Mr. Frank Clay Cross, successful author and associate editor of *THE AUTHOR & JOURNALIST*, will personally conduct a group of men and women interested in writing on a tour of France, Switzerland, Germany, Belgium, Holland, England, and across the ocean, sailing from Montreal July 5 and returning August 12. Inquiries for literature which have been coming in during the past month indicate great interest in this project.

The fourth annual Writers' Conference in the Rocky Mountains, conducted by the University of Colorado at Boulder, Colorado, offers a splendid array of courses, suited to the needs of beginners and professionals in all branches. An innovation is the establishment of a course in play writing under Frederick H. Koch, of the University of North Carolina, founder and director of the Carolina Play-makers. The classes in short-story writing will be under the direction of Blanche Young McNeal, and the poetry seminar under Edward Davison. Margaret Widdemer, novelist and poet, will conduct the fiction seminar. Many other editors and writers will take part. The conference will be in session from July 24 to August 12.

Only eleven days after the death of his brother, Ormond Gerald Smith, president of the Street & Smith Publishing Co., George C. Smith, vice-president of the same company, died on April 25th. Both brothers played an active part in the establishment of this old, reliable magazine publishing house, and were in their seventies at the time of their death.

pernicious features of the advertising lie in the implications, rather than in what is actually said. Nowhere does the letter state that editors will buy a story submitted to them in printed or mimeographed form. Nowhere does it state that the author will probably receive \$200 minus 20 per cent for his story. But the implication is so strong that an inexperienced reader, further blinded by the praise bestowed on his yarn, would be led to think that such claims are made.

No writer of even moderate experience, of course, would be taken in by such literature. He would not need to be told that magazines paying real money for material do not buy stories which have already appeared in any sort of magazine, whether printed or multigraphed. The only possible prospects for stories thus reproduced would be very minor publications which buy syndicated or reprint material. These latter pay as low as 50 cents per story and rarely higher than \$2 or \$3.

Just one more example of the subtle and oftentimes clever methods of implication employed to mislead "prospects"—an example taken from the literature of the Writers Placement Bureau but typical of that put out by other such concerns as were reviewed in our February, April, and May issues. The folder reads in part as follows:

**WOULD IT PLEASE YOU TO RECEIVE A CHECK
LIKE THIS?**

(Here follows a photographic reproduction of a check drawn to J. Clyde Pawson for \$168.75, signed by the Writers Placement Bureau, C. Bernhardt Schmitt, Treas.)

**ARE YOU CONFIDENT THAT YOU CAN DO WHAT
OTHERS HAVE DONE?**

Consider this list:—It represents a few of the short stories and special articles reported to us as sold direct to publishers.

THOUSANDS HAVE DONE IT . . . WHY NOT YOU?	
"EDUCATING BOKER"—By John Palmer Cummings— Sold to American Legion Monthly	\$210.00
"THE BELOVED WHISTLER"—By Hapsburg Liebe— Sold to Home Friend Magazine	74.00
"LAME LIGE'S TURKEY"—By Harrison Lee—Sold to National Sportsman	82.00
"SUBWAY DIAMONDS"—By Mary McCall—Sold to The Red Book Magazine	128.00
"PIGEONS COME HOME"—By Robert H. Rhode—Sold to Detective Fiction Weekly	62.00

Casually reading this, an unsuspecting person would assume that the Writers Placement Bureau claimed to have sold a story for Mr. J. Clyde Pawson, through its multigraphed magazine service. This same reader would assume that thousands of similar sales have been made and that, specifically, the five sales listed were made by the Writers Placement Bureau.

Suppose, however, that the truth of such claims should be challenged by an aggrieved writer who threatened to make trouble. Let us see what answer the author of the folder is in a position to make:

"My dear man, how did you ever get such mistaken notions? You certainly did not read our literature very closely. We do not say that this check was paid to Mr. Pawson for a story. We do not even assert that such a person as Mr. Pawson exists. The illustration represents a check such as might be drawn, and the caption asks if it would please you to receive a check like it. Whether anyone ever did receive such a check from us is beside the point.

"Then as to the list of stories sold: The statement reads that they were sold direct to publishers—as reported to us—not as sold by us. You should read more carefully. And certainly you can't deny that thousands have done it—that is, have sold their stories. Where do you find any statement to the effect that we sold them? Where do you find a claim that we ever sold a story?

"No, my friend, it would be very foolish for you to sue us for making false claims. As you can see, we made no claims at all. Certainly the law would not hold us responsible merely because you misread our advertising literature."

The copyright firms, the vanity publishers—the entire ilk of concerns that exploit would-be writers

through schemes of this character, exist by virtue of the oft-vaunted phrase: "The law can't touch us!"

THE AUTHOR & JOURNALIST does not believe that this protection will last indefinitely. The law has found ways to curb the activities of concerns which fancied themselves secure in the past—concerns which in many instances were far less brazen than these literary leeches. Perhaps there is a "new deal" in sight even for victims of literary exploitation.

"What of the mediums carrying the advertisements of these concerns?" is a point raised by a number of readers. "Aren't they as guilty of exploiting their readers as the firms whose misleading copy they publish?"

The answer, of course, is obvious. A publisher who carries such pernicious advertising in his magazine either is incredibly ignorant of its character, or else shuts his eyes to it because the revenue from advertising means more to him than the interests of his readers. THE AUTHOR & JOURNALIST has received several expressions on this point from publishers, during the past weeks. Typical of the attitude which supports THE AUTHOR & JOURNALIST in its exclusion of such advertising is this statement from the New York Times advertising department:

The Author & Journalist.
Gentlemen:

We were very much interested in reading an article in the April 17 issue of Time magazine in which reference was made to your recent check-up of "writers' agents" and "vanity publishers."

The New York Times has thoroughly investigated this type of advertising in the past, and has set up rules and regulations to exclude this sort of advertising from its columns. . . . As a result of our investigation, the advertising of . . . one of the organizations referred to in the article, was declined by The Times about three years ago. We have not accepted any of this advertising since.

Yours very truly,
THE NEW YORK TIMES,
C. M. Carroll,
Classified Advertising Manager.

The Publishers' Weekly, trade journal of the book publishing industry, corroborates the findings of THE AUTHOR & JOURNALIST in the following terms:

Dear Mr. Hawkins:

I am extremely interested in the material you send me about vanity publishers. I have long watched this industry and saved up a good deal of data about it. . . .

I have tried many times to get the public press interested in this subject. . . . We only reach publishers and booksellers, who know all about the situation anyway, and they know perfectly well that they are never solicited by nor expected to buy books from this group of publishers.

The evidence that you have got together is almost unbelievable, and I had a good laugh reading the text of the novel submitted. . . .

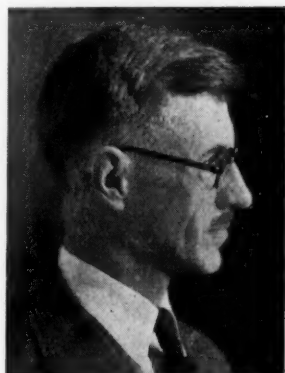
Yours very truly,
FREDERIC G. MELCHER, Editor.

Practically without exception, conscientious agents and critics have rejoiced that THE AUTHOR & JOURNALIST brought the methods of these concerns to the attention of the reading public. The letter of Thomas H. Uzzell, published in Time after its resume of the A. & J. series, expresses the general attitude. An exception to this approval is the attitude of the Broadway Penmen, New York, who contended: ". . . the so-called expose . . . we believe caused . . . the loss of confidence of a great many writers throughout the country in literary agents at large."

THE AUTHOR & JOURNALIST can not conceive that exposing the methods of such concerns as the Universal Scenario Company and the Daniel O'Malley Company will react unfavorably toward any reputable literary agent. Every legitimate advertiser in the field should welcome an expose of methods which tend to put literary service into disrepute. A housecleaning is very much in order at the present time.

"AUTHOR TO READER"

... By RALPH MILNE FARLEY



Ralph Milne Farley

ANOTHER catchphrase frequently used by editors to explain or excuse a rejection, is that the story contains too much "author-to-reader."

To define this phrase is simple enough; it means merely that the author sidetracks his story, for the purpose of carrying on a conversation with the reader.

But the task of delimiting the foregoing definition is not so easy, especially as there frequently are situations in which the author *should* talk to the reader.

So that the first point to discuss is: under what circumstances author-to-reader conversation is desirable, under what circumstances it is allowable, and under what circumstances it is reprehensible. The determination of this point depends, I think, largely upon the major viewpoint of the story.

For example, if the author is telling an entire story in the first person, then obviously the entire story is author-to-reader. But even in such a case the *reader* part of the presentation should be eliminated as much as possible, lest it distract the reader's own attention.

Or perhaps the story has an author-to-reader introduction—or even several such introductions, as in Kipling's "The Man Who Would Be King." The rule in such a case should be to treat the introductory part in the way described just above, and to treat the story part in one of the two manners shortly to be discussed.

And right here may I digress for a moment to quote a tip from Don Moore of *Argosy*. It used to be the style, two or three years ago, to add a touch of plausibility to a science-fiction tale, or other impossible sort of story, by starting it off with an explanation of how the author got hold of the story. For example, see

Mr. Farley specializes in scientific and occult fiction. His book-lengths, novelettes, and short-stories have appeared in *Argosy*, *Weird Tales*, *Mind Magic*, *Atlantic Monthly*, *American Legion Monthly*, *Astounding Stories*, *Amazing Detective Tales*, *Gayety*, etc. He is a reserve major on the technical staff of the U. S. army.

practically every Mars story by Edgar Rice Burroughs, except his "Thuvia." "Thuvia," by not following this practice, has the most peppy beginning of the lot. Moore says that readers nowadays don't in the least care where the author got the story; they merely want the story itself. "Other times, other customs." So, on advice from Moore, I dropped from my recent "The Radio War," the best introduction which I have ever written. And now what am I going to do with that wonderful introductory? I ask you!

But to go on with the classification of types of manuscript. "Exposition" is that type of story in which the reader is expected to play the part of *audience*. Such a story is, of course, entirely "to reader"; but, even so, the author should not speak a word to the reader, outside of the actual telling of the story.

And yet there are sometimes instances in which the momentary dragging-in of the author-to-reader viewpoint increases the verisimilitude most effectively. For example, the second episode of my "Army Love" series opens with a description of the inexplicable going-to-pieces of the hero. The third sentence read:

So much so, in fact, that we, his messmates of the bachelor officers' mess, couldn't resist guying him about it.

Note the "we." It is unobtrusive. It scarcely interferes with the flow of the narrative. And yet it produces on the reader the subconscious impression that the story really happened, for here are some real people, named "we," who actually saw it happen.

In spite of which considerations, my colleagues of the Milwaukee Fictioneers talked me out of that "we," and it does not appear in the story as published.

The fourth type of narrative is the "feeling story," in which the reader is expected to identify himself with one of the characters, and to live and feel the story through him. Such a story should be absolutely devoid not only of author-to-reader interruptions, but even of author-to-reader viewpoint.

To summarize thus far. The degree of al-

lowability of author-to-reader viewpoint depends on whether the story is told in the first person (in which case, the entire style should be author-to-reader), or whether the story has a first-person introduction (in which case, the introduction alone should be in author-to-reader style), or whether the story is an exposition (in which case, the to-reader part is okeh, but the author must not interrupt his own narration), or whether the story is a feeling-story (in which case, author-to-reader viewpoint must be wholly eliminated).

But in no event is it allowable to introduce any change in viewpoint, for such changes distract the reader's attention.

Having now seen that the degree of allowability of the use of author-to-reader viewpoint depends largely upon the style of the story, the next problem is just how to spot author-to-reader-isms.

This is a problem of both form and substance. And, as in the case of other errors in style (such as juvenility, for example), most editors confuse form with substance, and thus are not as helpful to authors as they might otherwise be.

First, as to errors of form. The most obvious of such errors is the mention of the author and/or reader, usually by the use of the pronouns "I" and "you." The use of "I" is, of course, essential in first-person stories and first-person introductions, but should be avoided everywhere else. Note, however, the instance of "we," discussed earlier herein. The use of "you" should *always* be avoided.

All "asides" are objectionable. So also are footnotes. And yet, if skillfully handled, they often (like the more subtle interpolation of the author viewpoint already discussed) serve to add verisimilitude to an improbable situation. Jules Verne was very effective with footnotes.

Sometimes it pays for the author to interlard the remark that he still has in his possession some object (such as a bullet) which has just been featured in the story.

The very worst form of author-to-reader remark is that relic of the gay nineties:

And now, dear reader, picture to yourself our hero in his present predicament.

In fact, the use of almost any gay-ninety-ism in a story will be found, upon analysis of the psychological effect on the reader, to be an author-to-reader error. The same is true of any peculiar phraseology or strange word, unless it be an "atmosphere word" which the reader instinctively feels is a part of the local color.

Gay-ninety-isms, peculiar grammatical formations, and strange words all interrupt the even flow of the story, and invite attention to the author's style. Obtrusive style is certainly an author-to-reader gesture.

I think this particular sort of author-to-reader fault was the basis of Arthur Brisbane's advice to authors: "If you write anything of which you are particularly proud, cut it out!"

A somewhat similar fault is the use of a word or phrase which has some irrelevant connotation. This introduces the reader viewpoint, by sending the reader's thoughts off on a tangent. For example, a story is going along swimmingly, with the attention of the reader wrapped up in the action, when suddenly the reader comes upon the sentence: "What good would merely Murphy be?" The words "merely Murphy" suggest the comic-strip "Merely Margey," the reader thinks of the last cartoon of that series, and the illusion is destroyed by allusion.

The above-mentioned errors of form are all more or less evident. But frequently the fault is more difficult to spot; in fact, the fault may sometimes be so dimly sensed that its nature will not be appreciated.

At a recent meeting of the Milwaukee Fictioneers, we were discussing a certain sentence which we all felt was author-to-reader, although none of us could tell exactly why. Finally one of us put his finger on the trouble. The passage in question stated that the face of one of the characters wore an expression *reminiscent* of something-or-other. The word "reminiscent" means "reminding." *Who* was reminded? Why, the author, of course! Thus the passage amounted to: "The expression on the hero's face reminded *me* of something." A clear case of author-to-reader, quite cleverly (or accidentally) camouflaged, but nevertheless objectionable.

So much for form. In matters of substance, most author-to-reader interruptions consist in a shift of viewpoint. In fact, they are objectionable only when they interrupt the even flow of the story by a shift of viewpoint. If the entire viewpoint is author-to-reader, as in a first-person story or an introduction, then obviously the interpolating of an author-to-reader remark *may* not interrupt the flow.

But even in such a case it may do so, if not wholly relevant to the context. Author-to-reader interruptions of a discourse which is wholly author-to-reader, are not apt to be spotted by the writer; and hence extra diligence is necessary in that kind of writing.

Conversely, any interpolation which distracts the reader's attention from the story is author-to-reader and bad, regardless of whether or not it is in the form of a remark addressed by the author to his audience.

In addition to shifts of viewpoint, there is a second substantive author-to-reader fault,

namely the intrusion of personal crochets. If you are violently opposed to liquor or to prohibition, to the Republicans or to the Democrats, etc., keep your personal slants out of your stories. For, though you put the words into the mouth of one of the characters, or even more subtly so develop a situation that the action itself conveys your message, never-

theless it remains *your* message, and hence is an author-to-reader intrusion.

More stories, otherwise good, have been wrecked because the author took a personal slap at something or somebody, than because of any other cause.

So keep yourself, and everything else attention-distracting, out of your stories!

THE GARDEN-HOME MAGAZINE FIELD

... By BEN ARTHUR DAVIS



Ben Arthur Davis

THE home and garden magazines offer to many writers a field of exceptional fertility. America, it seems, has become garden-minded. Cities that formerly proudly boasted a single garden club, now have their federations of such clubs; and rare is the village or town that does not have at least one garden

club, or similar organization.

Everywhere, people of all classes are taking up gardening as a hobby, and the movement is growing steadily each year. This unusual interest in gardening is demanding a literature of its own, and to meet this demand we have such magazines as *The American Home*, *Better Homes and Gardens*, and *Country Life*, devoting their entire editorial contents to matters concerning the garden and home. Most of the women's magazines, in which field we find *McCall's*, *The Ladies Home Journal*, *The Woman's Home Companion*, and a number of others, are finding space for from one to three articles on gardening each month.

A few years ago, an article of general nature would have stood a chance with some of the editors of these magazines, but now their readers are educated on their hobbies to the point where they demand definite information. This does not mean that the writer who successfully meets the requirements of the magazines under consideration must be a professional horticultur-

ist, landscape designer, or interior decorator, but it does mean that he must have definite knowledge of the particular subject he is covering.

The subject, however, need not be broad. We would probably never sell a 1500-word article on "How to Grow Roses," because no one can tell, in that number of words, how it is done, but if we have discovered a certain variety that succeeds where most others have failed; a new fertilizer that produces better blooms; an effective remedy for the treatment of some disease that heretofore had not readily responded to treatment; any of these matters should be good material for 1500 or 2000 words that would appeal to the editor.

Gardening is the hobby of many writers—if it is yours, why not make it a paying one? If it is not yours, doubtless you have a friend, or at least an acquaintance, who is enthusiastic on the subject, and will be glad to explain in detail just how she grew her prize-winning delphiniums or tulips.

In every community there is doubtless someone who has done some outstanding piece of gardening—the man who has taken a rugged hillside lot that offered little to the prospective builder, and turned it into a naturalistic rock garden that was sufficiently appealing to evoke comment from many who passed that way; or perhaps the plot was turned into a terraced garden that was strikingly beautiful. Some builder, perhaps, took advantage of a ravine and transformed it into a sunken garden, after the Italian fashion.

Each of the magazines previously referred to gives approximately as much space to subjects covering interiors as to exteriors. Here is another chance for us to cash in on our hobby, or the hobby of a friend. Are we not collec-

Mr. Davis has sold in the neighborhood of a hundred manuscripts of the type covered by his article, in addition to much other literary material.

tors of something—old books, old brass, old pewter or old furniture?

Or perhaps we have tried a new wrinkle in refinishing our old floors, the old walls, or possibly we have done over the entire home. Do we know a friend who, by the use of a little wallboard and paint, has turned a dusty old attic into a colorful playroom for the youngsters? And the kitchen—what a bounteous storehouse of material it is! Any new manner of treatment for an old dish is ever good material, as also is any plan for making the housewife's labors lighter. There is no end of material. It is to be found everywhere, if we will but open our eyes and see it.

While the articles under discussion belong essentially to the "how-to-do" class, they will not pass if they are merely catalogues of facts. Facts there must be, but they must be presented to readers in an interesting fashion. The reader longs for instruction, but he demands entertainment with it.

I once sent an article to one of these magazines, covering a subject that I had not previously seen treated. There were 2000 words of facts—one cold fact stacked directly upon another, but the editor returned the paper with the suggestion that it be re-written and made more readable. In order to stay within the word limit, I had to cut out a good many of my facts, but in their stead little dashes of romance were inserted. A nice check was my reward.

Furthermore, the subjects should be treated in an inspiring manner. We should endeavor to inspire our readers to want to do the things we are writing about, for it is on the continued enthusiasm of readers that the success of the home-and-garden magazine depends. We should demonstrate to the reader that doing the things we are discussing is both pleasant and profitable.

The article should be timely and seasonable. A manuscript on winter protection of roses would hardly find a sale in March, neither would one on preparing the seed-bed for annuals find a likely resting place in September. It should be remembered, however, that the manuscript should be in the editor's hands about four months before the date of publication.

After the first sale, I always query the editors before submitting additional material. In April, for example, I send in a list of six or

eight subjects that would be timely for July, August or September, giving a rather complete summary of each—200 to 300 words—and ask if the editor would be interested in one or more of them.

When I first began writing this type of article, I sold a number without first making the query, but I have reached the conclusion that most of the editors prefer to be queried, particularly after the first sale, since this will give them a line on what type of manuscripts they may expect.

If the editor is not in need of any of the subjects mentioned, he may suggest a subject to you. This has happened to me a number of times, and the suggested article was always accepted.

We may not desire to devote our entire time to writing for the garden-home magazines, but when we get the "hang of it," we will find it easier than most kinds of article writing.

For several years I have been selling on an average of better than an article per month of the type under discussion, and for many months my average has been much higher than that. Almost any person who is doing any writing at all can do as well or better.



Here are some market suggestions:

Better Homes and Gardens, Des Moines, Iowa, requires an average length of about 1750 words, but it is not well to go much above that number. The "how-to-do" is stressed a little more strongly in this publication than in some of the others. This magazine uses a great amount of material, and pays 2 cents and up.

The American Home, now at 244 Madison ave., New York, prefers a length of about 1500 words, or just a little above that figure. It seems to be a little harder to please than most of the others, but the pay is around \$50 per article.

For those who live in the Pacific Coast States, *Sunset*, 1045 Sansome St., San Francisco, offers a good market. In addition to the usual run of gardening and household articles, it handles some material on travel. All material used must have a Far-West flavor.

Other good markets are:

The Country Home, 250 Park Ave., New York.

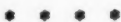
House and Garden, 420 Lexington Ave., New York.

Huffman Printing Co., Wisconsin Rapids, Mich.

The Flower Grower, Calcium, N. Y.

Canadian Homes & Gardens, 143 University Ave., Toronto, Canada.

Country Life, 244 Madison Ave., New York.



This is the test and triumph of originality; not to show us what has never been, and what we may therefore very easily never have dreamed of, but to point out to us what is before our eyes and under our feet, though we have no suspicion of its existence, for want of sufficient strength of intuition, of determined grasp of mind to seize and retain it.

—WM. HAZLITT.

THE WANE OF SCIENCE FICTION

... By ALLEN GLASSER



Allen Glasser

WITH the discontinuance of the two Clayton fantasy magazines, *Strange Tales* and *Astounding Stories*, some months ago, science fiction virtually passed out of the picture as a paying field for writers.

At one time there were some half dozen magazines devoted exclusively to science fiction. Today there are but two—and neither of them is of much value to the ambitious writer.

Unlike other pulp-fiction fields, in which a discontinued periodical is speedily replaced by others of the same type, the fantasy group rarely seems to find successors for its defunct members. When a magazine of this class dies, it stays dead!

Even in its heyday, the market for science fiction was neither very extensive nor very profitable; but its present state is one to discourage even the most optimistic contributor.

Turning first to *Amazing Stories*, 222 W. 29th St., New York, the pioneer in this field, we find that it pays a maximum of 1/2 cent a word on publication. That's not so bad, these days, but here's the rub: The magazine is so heavily overstocked that it is virtually a closed market. Dr. T. O'Connor Sloane, the editor, has nearly two hundred accepted stories in his files—and only four or five are used in each monthly issue. So the chances of placing a story here are very slim indeed.

Wonder Stories, 96 Park Place, New York, the only other all-science-fiction magazine, rarely pays more than 1/4 cent a word for its material. Payment here is not made until well after publication, and strenuous efforts on the part of the contributor often are needed to effect collection. The same applies, of course, to the quarterly edition of this Gernsback publication.

The one worthwhile market remaining for science fiction is *Weird Tales*, which pays 1 cent and up, also on publication. Unfortunately, however, this magazine seldom uses more than a single straight science yarn in an issue, the rest of its contents being of the occult and supernatural brand.

A very limited market exists in *Science Fiction Digest*, 117 So. Ozone Park, New York.

Thrilling Adventures, 570 7th Ave., New York, also indicates that it will use a very occasional pseudo-scientific story.

Outside of these magazines, science fiction is practically unknown. Now and then *Argosy* may run a fantastic story by Edgar Rice Burroughs, A. Merritt, Ralph Milne Farley, or others of their calibre; but writers of lesser note in this line have almost no

chance here. An outstanding science-fiction story might stand a chance with general markets—but it is almost a miracle when one is accepted.

And so the situation stands. For writers to whom financial returns are of secondary consideration, science fiction still offers an interesting, though very limited, market. But those who write for money may as well pass up this field entirely, and devote themselves to more profitable forms of fiction.

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THE FOLLOWING interesting tabulation of the results of an analysis of thirty-six popular pulp-paper magazines with a view to ascertaining how many stories they publish each month, was worked out by Walter D. Marais, who passes it on to AUTHOR & JOURNALIST readers:

The average novel length runs about 30,000 words; the novelette, 15,000; the short-story, less than 3500. It seems that the short-length is at last finding its way into the pulps. Articles vary in length from 200 to 3500 words. Verse, when used, is about three quatrains, no free verse used.

Most of the magazines consulted did not use novels; several used more than one. In the month, 33 novels were found to be used, and 25 novelettes.

Of serials—two and three-part, none longer—12 were used.

Articles and features, 13 used.

Poems, 2 used.

In the 36 magazines 187 short-stories were used.

Over two-thirds of the magazines are monthlies, one-sixth weeklies, one sixth bi-monthly. A single quarterly used 5 novels.

"This," Mr. Marais suggests, "may give an idea as to the chances of the new author. Of course, these 36 magazines were the pick of the lot, all paying 1 cent a word or better. Those paying less, of course, must use more of the work of beginners."

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BOOKS RECEIVED

LEARNING TO WRITE, by Dorothy Clark Hubbard, New York. \$1.00.

More books on writing should be written by editors. They are the barriers which must be passed before the author can reach the general public; the better their standards and requirements are understood, the better the chance of pleasing them.

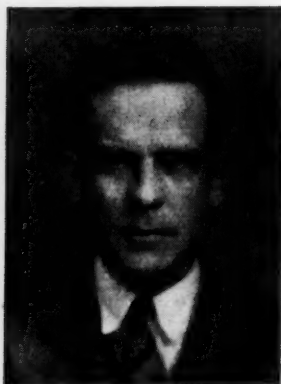
The name of Dorothy C. Hubbard, associate editor of *Western Story* and *Detective Story*, is familiar to nearly all writers who have submitted their work to Street & Smith magazines. Her book is written to answer the innumerable questions about writing stories that, as an editor, she has received over a number of years. Needless to say, it is eminently practical, packed full of valuable suggestions. "Where to Begin," "How to Get an Idea," and "What Not to Do" are especially valuable chapters. The chapter on "Ethics" answers questions which frequently puzzle the literary worker. And for beginners, there is a chapter on "Preparation of Manuscripts." The book can be obtained direct from the author, 63 Central Parkway, Merrick, L. I., N. Y.

Mr. Glasser is former editor of *The Time Traveler*, contributor to *Amazing Stories*, *Wonder Stories Quarterly*, and general fiction magazines.

THE NON-PROFESSIONAL PLAY

... By WATKINS E. WRIGHT

Mr. Wright is the author of many plays published by the Walter H. Baker Co., Boston, and the Eldridge Entertainment House, Franklin, Ohio.



Watkins E. Wright

AMONG the eight plays for amateurs which I have had published are three which went to practically every producer on Broadway. The postage spent! The money invested with the express company! And the notes received regarding those plays! The stationery of Mr. George M. Cohan became quite famil-

iar, as did that of Mr. John Golden, and Mr. Sam Harris; and last, but far from least, that of the late Mr. David Belasco. But while I learned all about the familiar aspect of the writing paper of those producers, I was never able to "crash" Manhattan's Rialto.

One and all of those gentlemen told me that my work was not "professional" enough, and finally, when the kindest of them all, and one of the least known, told me to try the "amateur" market, I started saving money. That is, I stopped buying postage stamps and signing express receipts. For some time I did nothing but rewrite those comedies and dramas which were fated never to be announced in electric lights above a New York theater.

I quickly learned that plays to be used by clubs and colleges must never be in the least offensive; that profanity and drinking and unblushing reference to sex must be eliminated. With this knowledge, along with what I had learned through careful study of my many letters of rejection, I proceeded to blue-pencil unmercifully. Out went all the drunk scenes, or else there was a substitution of lemonades for cocktails. All *damns* and *bells* were replaced with milder *darns* and *hecks*. And all scenes that were even slightly risqué were toned down. Not that plays for amateur production must be "sappy." Far from that. Cleverness is required, and humor, of course. But they *do* have to be carefully censored!

The first play thus rewritten was lucky enough to be tried out by a stock company playing in a highly circumspect town, and through helping to direct it and also through watching

my characters come to life, I was well able to note the weaknesses and the improbabilities. The play was once more rewritten, and finally went to a publisher who was in the market for just such material. And it stayed! He liked it! And it made several hundred dollars for its creator, first on a royalty basis, and then when sold outright.

Since the publication of that first play, this same publisher has bought four others. His constructive criticisms and helpful suggestions have made it possible for me to learn much of real value in the production of plays for non-professionals. And I feel that I'd like to pass on to others some of the essential points in this form of writing.

The first essential always to be borne in mind is this: *Write clean plays!* Don't use morbid plots nor suggestive situations. Never have a character speak a line which could in any way offend. Be as humorous as you can, but never so at the cost of "digging" at anyone. And never be vulgar.

Avoid long speeches, and work in as much amusing or diverting action as you can. Home-town audiences are apt to grow restless if one has too much to say and too little to do. Always be careful to work your acts up to exciting "curtains." First acts usually are the most difficult to write, and frequently the duller; and often a good ending is not so easy to manage. But the second act curtain *must* come down upon a breath-taking line or tense scene, if the play is a drama; or upon a very funny line or humorous scene, if the play is a comedy. Keep your audiences interested in your denouement always, and don't let them be *too* sure of your climaxes.

The sets should be simple—if possible one set should suffice for all three acts. Few smaller towns in which amateur groups present plays have the facilities for an elaborate production with complicated stage settings. Large casts should also be avoided. That is, casts in which there are a number of important roles. Several minor roles are not amiss, but as a rule, a cast of ten is considered ideal. This cast, to make matters even easier for those "putting on a play" should consist of more women than men. It is a fact that there are usually more women available for amateur productions than men; therefore, an ideal cast for

a play to be given by local talent consists of six women and four men. And don't let your play run more than two hours, including intermissions. I figure a page of manuscript a minute—acting time. For example, an act consisting of forty pages should run approximately forty minutes. Finally: Never preach! Be entertaining, be amusing, be clever—though not *too* subtle—but don't strive too hard to point a moral!

Some reference to the publishers of plays for amateur production should be made. And I would like to stress the fact that I have never received more courteous treatment anywhere than in the offices of such men. Those with whom I have dealt have never failed to give advice and helpful ideas; they are always ready to offer assistance and encouragement. And they are—bless them!—always prompt.

There are a number of publishers who gladly read the less sophisticated plays—all of them

being listed at one time or another in *THE AUTHOR & JOURNALIST*—but I'd like to mention those with whom I have had especially pleasant dealings. These are the Walter H. Baker Company, 41 Winter St., Boston; Eldridge Entertainment House, Franklin, Ohio, and the Fitzgerald Publishing Corporation, 14 E. 38th St., New York.

Some of the publishers of such plays as we have discussed buy manuscripts outright, while others prefer to split the royalties on a fifty-fifty basis. However, all of them are ready and willing to meet the playwright half way, in coming to an agreement that will be mutually beneficial.

All of us are familiar with the well-known saying, "the play's the thing," but it might be well to add in closing that "knowing your market" is also very necessary. And it certainly is a time-saver for the publisher, the producer, and the author!

For "Occasional" Novelists

... By SAMUEL TAYLOR

MANY, perhaps most, novels are written on the installment plan—a little down and a little each month. These manuscripts are worried out by men earning a living and threading out, amid social and business duties, time to write a book; a great number are done by writers of shorter material who must use most of their creative time in keeping the wolf at bay. I fall into the latter category; there has been time to write but two chapters of my *G. A. N.* during the past six weeks.

A book produced thusly cools between sittings; it is impossible to keep in mind the innumerable details which must be on tap if the finished manuscript ever finds itself between boards. Three things have proved helpful to me in this connection. The first is perhaps superfluous to mention, it being none other than an outline by chapters before commencing to write; the other two are, to me, original and greatly helpful.

I keep each character in mind through as many senses as possible. To this end I have not only a description of each, but his actual picture. This photograph is pasted on the 4 by 5 card containing the itemized description.

As character work makes or breaks the novel, the characters must be drawn vividly and with meticulous detail. This presupposes that the author has each of his actors in mind in said vivid and meticulous detail, which is not so easy on January 15 as it was on April 3 when the first page was drafted.

When a character comes into a scene his card is propped on the desk. There you not only have him described but you are looking into his eyes; you know him and you know his individualistic actions through association with his appearance. To get pictures that fit your characters is easy enough. All the male actors of my novel were clipped from two issues of a news magazine. A diplomat's cut fits perfectly my conception of a detective, a famous

clergyman's face is that of my reporter. If it happens that a month goes by during which I have to lay the book aside, I can pick it up after that time and continue writing, because the characters are just sitting in the card case waiting, unchanged and permanent. The visual conception is invaluable to memory of character traits, and it absolutely prevents errors in physical description.

If you use for characters only people you know, this device will not have the same value; but even so there are many minor details that will slip your memory unless you can actually look upon the peculiar lobes of the ears and the quirk of the eyebrows.

The other help for the "occasional" novelist pertains to keeping track of your story as it goes along. There may be a writer who can rigorously follow an outline in writing a book, but such a fellow has escaped my attention. Little happenings creep in to change the story's course, minor themes develop, you plant a few inspirational born seeds throughout chapter five that are to sprout amazingly in chapter eleven—if you don't forget. It is easy enough to reread a couple of chapters before you start to write, but you can hardly reread all you have written before each infrequent sitting. Certainly you cannot remember unaided, and your story outline is useless if you have veered from it. So I make a synopsis of each chapter immediately after writing it. This synopsis is only one paragraph, but it contains the run of the story as it has been written. At any time in the book's progress it is possible to sit down and in ten minutes know exactly what has happened and what the past events point to.

Keeping both your characters and your plot straight achieves what my college text used to call unity and what reviewers variously label as life-like, well-done, consistent, and, even, good—all of which connote more chance of there being a reviewer.

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

JUNE, 1933

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2-M-10, twice monthly, 10 cents a copy; W-15, weekly, 15 cents; Q., quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ¼ cent. Editor's name is given when available. "Slow" indicates that delay in payment for material has been reported by contributors.

To facilitate contributors in avoiding duplication of submissions to the same group of magazines, the name of magazine is followed by a key-word indicating the publishing house under the banner of which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; Mag. Pubs. indicates Magazine Publishers, Inc., etc.

LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

- Adventure**, (Butterick) 161 6th Ave., New York. (M-15) Adventure short-stories up to 7000 novelettes 15,000, serials, adventure articles, verse. A. A. Proctor. Good rates, Acc.
- All Detective**, (Dell) 100 5th Ave., New York. (M-10) Action detective short-stories with unusual settings up to 5000; novelettes 10,000 to 15,000. "Idea" shorts. C. W. Mowre. Good rates, Acc.
- All Story**, (Munsey) 280 Broadway, New York. (2M-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000 to 7,000, novelettes up to 12,000. Amita Fairgrieve. Good rates, Acc.
- All Western**, (Dell) 100 5th Ave., New York. (M-10) "Different," well-plotted Western short-stories 5000, novelettes 10,000 to 15,000; little or no love interest. Special articles on West. C. W. Mowre. Good rates, Acc.
- American Magazine**, The, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 5000, serials, articles based on personalities, articles of opinion from authoritative sources. Summer N. Blossom. First-class rates, Acc.
- American Mercury**, The, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories, sketches, verse; high literary standard. H. L. Mencken. Good rates, Acc.
- Argosy**, (Munsey) 280 Broadway, New York. (W-10) Action fiction, all types except love or feminine lead, short-stories 1000 to 7000, novelettes 10,000 to 20,000, serials up to 60,000 (installments of 10,000), prose fillers 100 to 400. Don W. Moore. Good rates, Acc. (New writers, Pub.)
- Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.
- Ballyhoo**, (Dell) 100 5th Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.
- Black Book** (Newsstand Pubs.), 53 Park Place, New York. (M-10) Underworld, gang, short-stories 2000 to 8000; novels 40,000 to 60,000. Martin Goodman. 1 to 2c, Acc.
- Black Mask**, 578 Madison Ave., New York. (M-20) Detective, Western, Border, adventure short-stories 4000 to 6000, novelettes up to 15,000. Action, characterization, plausibility emphasized. Joseph T. Shaw. Good rates, Acc.
- Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes. True-experience contests. Donald Kennicott. 2c up, Acc.
- Breezy Stories**, (Young) 55 W. 3rd St., New York. (M-20) Sex short-stories, 2500 to 6000, novelettes 12,000 to 15,000; light verse. Cashel Pomeroy. 1c, verse 25c line, Acc.
- Canadian Home Journal**, 71 Richmond St. W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials, articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.
- Chatelaine**, The, (MacLean) 143 University Ave., Toronto, Ont., Canada. (M-10) Articles of Canadian woman interest up to 2000, short-stories 3500 to 5000, 2 to 4-part serials. Byrne Hope Sanders. 1c up, Acc.
- College Life**, 570 7th Ave., New York. (Bi-M-25) Swift-moving, realistic short-stories, collegiate background, sex interest, 3000 to 5000; novelettes 9000, short-stories 1000, collegiate articles 1200, humorous 4 to 6 line verse, jokes, editorials 300. N. L. Pines. 1½c up, verse 10 to 20c line, jokes 35 to 50c, Acc.
- Collier's**, (Crowell) 250 Park Ave., New York. (W-5) Short-stories up to 5000, serials up to 60,000; articles on popular questions of the day 3500 to 5000, editorials, short short-stories. Wm. L. Cheney. First-class rates, Acc.
- Columbia**, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000, verse. John Donahue. 1 to 3c, Acc.
- Complete Stories**, (S. & S.) 79 7th Ave., New York. (M-15) Adventure, Western short-stories, novelettes up to 50,000, verse. E. C. Richards. 1½ to 2c, Acc.
- Cosmopolitan**, (Hearst) 959 8th Ave., New York. (M-25) Short-stories 3000 to 6000; short-shorts 1000 to 1500; articles of national import, 2000 to 4000. Stocked up on serials. Harry Payne Burton. First-class rates, Acc.
- Country Gentleman**, The, (Curtis) Independence Sq., Philadelphia. (M-5) Short-stories 3500 to 5000, serials, articles of interest to farm and farm-town readers; humorous sketches, jokes, agricultural and household articles. Miscellaneous for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.
- D. A. C. News**, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous sketches up to 1500, verse. Chas. A. Hughes. First-class rates, Acc.
- Delineator**, (Butterick) 161 6th Ave., New York. (M-10) Dramatic, human short-stories 5000, serials, articles. Oscar Graeve. First-class rates, Acc.
- Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, underworld, mystery short-stories 2000 to 8000, novelettes 12,000 to 20,000, serials. Fact stories of murder mysteries. Howard V. Bloomfield. Good rates, Acc.
- Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (2M-15) Swift-moving action detective short-stories 2500 to 5000, novelettes 10,000 to 15,000; articles on crime, etc., 300 to 2500. F. E. Blackwell; Dorothy C. Hubbard, associate. 1c up, Acc.
- Doc Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure short-stories up to 6000. John L. Nanovic. 1c, Acc.
- Dream World**, (Macfadden) 1926 Broadway, New York. (M-15) First person confession type short-stories 5000, serials 25,000 to 50,000, verse, of love and romance. Helen J. Day. 2c, verse 50c line, Acc.
- Elks Magazine**, 50 E. 42d St., New York. (M-20) Articles, short-stories up to 5000, serials up to 50,000. Short short-stories. Joseph T. Fanning; Bruce McClure, Mng. Ed. First-class rates, Acc.
- Farmer's Wife**, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse. F. W. Beckman, Mng. Ed. 1c up, Acc. (Overstocked.)
- Film Fun**, (Dell) 100 5th Ave., New York. (M-20) Jokes, quips, epigrams. Lester Grady. \$1.50 to \$2, Acc.
- Five Novels Monthly**, (Clayton) 155 E. 44th St., New York. (M-20) Western, adventure, sport, mystery, romantic novels 20,000, strong love interest. John Burr. (Write before submitting.)
- Foreign Service**, Broadway at 34th St., Kansas City, Mo. (M) War short-stories up to 3000, short-shorts of interest to A. E. F. veterans. Illustrations. Barney Yanofsky. 2c up, Acc.
- Forum**, 441 Lexington Ave., New York. (M-35) Controversial articles, essays, "first" short-stories 2000 to 3000. Henry Goddard Leach. Good rates, Acc.
- Gay Book Magazine**, 201 N. Broad St., Philadelphia. (M-25) Smart, briskly moving romances with touch of sex; short-stories 2500 to 5000; novelettes 10,000 to 12,000; brief, satirical articles 1500 to 2500. Wm. H. Kofoed. About 1c, Acc.
- Golden Book**, 55 5th Ave., New York. (M-25) Reprints, translations of stories of exceptional literary merit, fillers. Mrs. Frederica P. Field. 1c, Acc.
- Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 6000, serials, verse 3 to 4 stanzas. Overstocked on articles. W. F. Bigelow. First-class rates, Acc.
- Harper's Magazine**, 49 E. 33rd St., New York. (M-40) Human interest articles, essays, short-stories 4000 to 7000, serials up to 60,000, verse; high literary standard. Lee F. Hartman. First-class rates, Acc.
- Holland's The Magazine of the South**, Main and Race Sts., Dallas, Texas. (M-10) Articles of interest to South; short-stories 2500 to 5000, serials 30,000 to 60,000; verse up to 24 lines, children's stories. F. P. Holland. 1½c up, photos \$2 up, Acc.
- Home Magazine**, The, (Tower) 55 5th Ave., New York. (M-10) Domestic and love short-stories 3000 to 5000; short-shorts 1000; articles on assignment. Good rates, Acc.
- Hokey**, (Fawcett) Sexton Bldg., Minneapolis, Minn. (M-15) Sophisticated cartoons, ideas for cartoons. E. J. Smithson. Good rates, Acc.

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories about 1000, also 2500 to 5000, serials 30,000 to 50,000, verse usually under 20 lines, hints. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

Illustrated Love Magazine, (Tower) 55 5th Ave., New York. (M-10) Love short-stories up to 5000; short shorts 1000 to 1500; novelettes 12,000 to 15,000; articles on assignment. Good rates, Acc.

Independent Woman, The, 1819 Broadway, New York. (M-15) Articles on business, professional women's problems, social and economic problems, 1200 to 2000; controversial, humorous articles, woman angle; verse 2 to 5 stanzas. Winifred Willson, \$10 to \$35, verse \$2 or \$3, Acc.

Ladies' Home Journal, (Curtis) Independence Sq., Philadelphia. (M-10) Articles up to 3000; short-stories 5000 to 7000, serials, short lyric verse. Loring A. Schuler. First-class rates, Acc.

Liberty, (Macfadden) Lincoln Square, New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000, timely human-interest articles. Wm. Maurice Flynn. First-class rates, Acc. Short-stories under 2000, \$100 to \$500 each.

Life, 60 E. 42d St., New York. (M-15) Humorous sketches up to 800. Geo. T. Eggleston. 5 to 8c, topical paragraphs, \$2, Acc.

Love Story Magazine, (S. & S.) 79 7th Ave., New York. (W-15) Modern love short-stories 3500 to 5000, novelettes 7500; 2 to 4-part serials, installments 5000 to 8000; verse up to 16 lines. Miss Daisy Bacon. 1c up, Acc.

MacLean's Magazine, (MacLean) 143 University Ave., Toronto, Ont., Canada. (2-M-10) Articles on Canadian subjects, short-stories up to 5000, serials 30,000 to 65,000. H. Napier Moore. 1c up, Acc.

Master Detective, The, (Macfadden) 1926 Broadway, New York. (M-15) True detective and crime stories, outstanding cases, illustrated by photos, with official byline, 2000 to 7000; serials, 6000 to 7000-word installments. Send for detailed instructions and case cards. John Shuttleworth, 1½c, photos \$1 to \$5, Acc.

McCall's Magazine, (McCall) 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500 to 7000, serials. Otis L. Wiese. First-class rates, Acc.

Modern Romances, (Dell) 100 5th Ave., New York. (M-10) True confession short-stories up to 5000; novelettes and serials by assignment. Lyon Mearson. 2c, Acc.

Mystery Magazine, (Tower) 55 5th Ave., New York. (M-10) Romantic mystery, detective short-stories 3000 to 5000; novelettes 12,000 to 15,000; true stories, articles on assignment. Good rates, Acc.

National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human interest articles on geographic subjects with photos. Gilbert Grosvenor. First-class rates, Acc.

New Yorker, The, 25 W. 45th St., New York. (W-15) Short-stories, 400 to 2000; factual and biographical material up to 2500, verse. Good rates, Acc.

Nick Carter Magazine, (S. & S.) 79 7th Ave., New York. (M) Detective-action short-stories, preferably police or detective heroes. John L. Nanovic. 1c, Acc.

Parents' Magazine, The, 114 E. 32nd St., New York. (M-25) Articles on family relationships, child care, etc., 2500 to 3000. Clara Savage Littledale. 1c up, Acc.; jokes, pointers for parents, recipes, parental problems, \$1, Pub.

Pennac, The, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1½c photos \$1 up, Acc. (Overstocked.)

Pictorial Review, 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; action, drama, problem short-stories, novelettes, serials, verse. T. Von Ziekursch. First-class rates, Acc. (Overstocked.)

Railroad Stories, (Munsey) 280 Broadway, New York. (M-15) Railroad, subway, "el," especially electric railroad short-stories, novelettes, 1500 to 15,000. (Overstocked with fact articles, fillers, verse). Freeman H. Hubbard. 1½c up, Acc.

Ranch Romances, (Clayton) 155 E. 44th St., New York. (Bi-W-20) Western love short-stories 4000 to 9000, novels 30,000 to 35,000, serials 60,000 to 70,000; fillers up to 500; verse. Fanny Ellsworth. (Write before submitting.)

Real America, 1050 N. La Salle St., Chicago. (M-25) Articles treating of vital American problems, exposes of graft and corruption, real facts about present-day conditions. Edwin Baird. Good rates, extra for photos, Acc.

Redbook, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, feature articles. Edwin Balmer. First-class rates, Acc.

Rotarian, The, 211 W. Wacker Drive, Chicago. (M-25) Gripping, human-interest articles, essays, short-stories 1500 to 1800. Emerson Gause. First-class rates, Acc.

Saturday Evening Post, The, (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000 to 5000, short-stories 5000 to 7000, serials up to 90,000; humorous verse, skits. Geo. Horace Lorimer. First-class rates, Acc.

Scribner's Magazine, 597 5th Ave., New York. (M-35) Critical and interpretative articles 1000 to 5000; short-stories up to

5000; novelettes 15,000 to 20,000; little verse. Alfred Dashiell. Good rates, Acc.

Shadow Magazine, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 2500 to 6000. John L. Nanovic. 1c up, Acc.

Short Stories, (Doubleday) Garden City, New York. (2-M-25) Adventure and mystery short-stories up to 6000, novelettes 10,000 to 12,000, complete novels, serials 25,000 to 60,000, outdoor fillers 50 to 500. Harry E. Maule, Ed.; Dorothy McIlwraith, Mng. Ed. Good rates, Acc.

Sky Fighters, 122 E. 42d St., New York. (M-10) Air short-stories, novelettes. George Bruce. 1c, Acc.

Smokehouse Monthly, (Fawcett) 529 S. 7th St., Minneapolis. (M-15) Jokes, wisecracks, cartoon suggestions, cartoons, epigrams, ballads. E. J. Smithson. Jokes \$1 to \$5, verse 25c line, Acc.

Sport Story Magazine, (S. & S.) 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000, novelettes up to 12,000 (query on serials, articles). Ronald Oliphant. Good rates, Acc.

Startling Detective Adventures, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-15) True detective stories, solved cases, 4000, occasionally longer; photos essential. Douglas Lurton. 1½c up, photos \$3 up, Acc. Submit synopsis first.

Sweetheart Stories, (Dell) 100 5th Ave., New York. (M-10) Sentimental love short-stories 1500 to 5000. Good rates, Acc.

Top-Notch Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Outdoor adventure short-stories, American setting, up to 6000, novels and novelettes 12,000 to 30,000; verse up to 32 lines; short short-stories up to 2000. Ronald Oliphant. Good rates, Acc. (Overstocked.)

True Confessions, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-10) First-person, confession short-stories up to 4500, serials up to 15,000; articles on marriage, divorce. (Overstocked on verse.) Hazel Berge. 1½c, Acc.

True Detective Mysteries, (Macfadden) 1926 Broadway, New York. (M-25) True detective, crime stories with actual photos, under official by-line, 2000 to 7000, serials, installments of 6000 to 7000. Send for detailed instructions and case cards. John Shuttleworth. 1½c up, photos \$1 to \$5, Acc.

True Experiences, (Macfadden) 1926 Broadway, New York. (M-10) Confession short-stories, serials. Good rates, Acc.

True Romances, (Macfadden) 1926 Broadway, New York. (M-15) True, confessional, first-person short-stories 1000 to 8000, true-story serials 30,000 to 60,000. 2c Acc.

True Story Magazine, (Macfadden) 1926 Broadway, New York. (M-15) True, confessional, first-person short-stories 5000, serials 25,000 to 50,000, jokes. L. M. Hainer. 2c; jokes, \$2 up, Acc.

Vanity Fair, 420 Lexington Ave., New York. (M-35) Satirical articles, essays on modern life, politics, drama, sport, etc., up to 2000; short short-stories, unusual and rare photos of living celebrities. F. W. Crowninshield. Good rates, Acc.

Vogue, 420 Lexington Ave., New York. (2M-35) Articles on modes, travel; fashionable life angles, society photos. Edna W. Chase. \$50 to \$150 per article, Acc.

War Birds, (Dell) 100 5th Ave., New York. (M-10) Western front air-war short-stories 3000 to 5000, novelettes up to 15,000; no first-person material. C. W. Mowre. Good rates, Acc.

West, (Doubleday) Garden City, New York. (M-20) Western short-stories 2000 to 6000, novelettes 10-12,000, novels 20-25,000; romantic interest subordinate; verse up to 50 lines. Harry E. Maule. Good rates, Acc.

Western Romances, (Dell) 100 5th Ave., New York. (M) Clean, romantic Western love short-stories 5000; novelettes 10,000 to 15,000; true features; western verse. Carson W. Mowre. Good rates, Acc.

Western Story Magazine, (S. & S.) 79 7th Ave., New York. (W-15) Western short-stories up to 5000; complete novels 40,000 or 50,000; serials 12,000-word installments; articles on old West up to 2500; verse. (Query on serials.) F. E. Blackwell; Dorothy C. Hubbard, associate. Good rates, Acc.

Whiz Bang, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-15) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. E. J. Smithson. Jokes \$1 to \$5, verse 25c line, Acc.

Wild West Weekly, (S. & S.) 79 7th Ave., New York. (W-15) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000. Ronald Oliphant. Good rates, Acc.

Woman's Home Companion, (Crowell) 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 222 W. 39th St., New York. (M-10) Articles on women's interests, 1000 to 2000; short-stories 1500 to 5500, serials 40,000 to 50,000, short verse. Good rates, Acc.

Young's Magazine, (Young) 55 W. 3d St., New York. (M-20) Sex short-stories 2000 to 6000, novelettes 12,000 to 15,000. Cashel Pomeroy. 1c, Acc.

Your Magazine, RKO Bldg., New York. (M-10) Love, adventure, mystery short-stories 2000 to 4000, family or woman interest; novelettes up to 15,000; serials up to 30,000; articles up to 1500. Drug-store miscellany. Jonathan Edwards, Fiction Ed. 1c up, Acc.

LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

Abbott's Monthly, 3435 Indiana Ave., Chicago. (M-25) Negro short-stories 1500 to 3000, features, verse. Lucius C. Harper. ½c, Pub.

Amazing Stories Monthly (also **Amazing Stories Quarterly**), (Teck) 222 W. 39th St., New York. (M-25) Short-stories based

on correct science 5000 to 20,000, novelettes 20,000 to 50,000, serials 60,000; scientific verse. ½c, verse 10c line, Pub.

American Beauty, 152 W. 42d St., New York. (M-25) Articles on beauty 1000. Henrietta Helston. 1c, Pub.

- American Cookery**, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000 to 3000, essays 1000 to 2500, short stories 1000 to 3000. 1c up, Acc.
- American Hebrew and Jewish Tribune**, 212 5th Ave., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Louis Rittenberg. 1/2c up, photos \$1 up, Pub.
- American Legion Monthly**, 521 5th Ave., New York. (M-25) Closed market. J. T. Winterich.
- American Review**, The, 386 4th Ave., New York. (M) Reviews, comment. Seward Collins. Rates by arrangement.
- American Scholar**, The, 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles on literature, art, science, economics, politics, education, etc.; long poems; no fiction. Wm. Allison Shimer. \$10 to \$50, Pub.
- American Spectator**, The, 12 E. 41st St., New York. (M-10) Literary comment, reviews, by invitation only. Rates not stated.
- American Weekly**, The, 235 E. 45th St., New York. (W) Distributed with Hearst newspapers. Not in the market.
- Asia**, 468 4th Ave., New York. (M-35) Interpretative articles on oriental life, travel, exploration and thought, Russia, Africa included. Marietta Neff. Fair rates, Pub.
- Bandwagon**, The, Key Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, verse, cartoons. Martin Hefflin. 1/4c, poems \$2 up, cartoons \$1.50 to \$5, Pub.
- Battle Birds**, (Popular) 205 E. 42d St., New York. (M-10) Air-war short-stories 5000; novelettes up to 15,000. Harry Steeger. 1c up, Pub.
- Best Detective Magazine**, (S. & S.) 79 7th Ave., New York. (M) Not in the market. F. E. Blackwell.
- Blade and Ledger**, 510 N. Dearborn St., Chicago. (M-25) Not in market. Walter Gregg Alderton.
- Blah**, 216 Metropolitan Bank Bldg., St. Paul, Minn. (M) Snappy cartoons, jokes, epigrams, jingles, ballads. Raymond Bargy. Indefinite rates, Pub. (Slow.)
- B'nai B'rith Magazine**, 70 Electric Bldg., Cincinnati, O. (M) Jewish articles, essays, short-stories up to 3000; interviews. Alfred M. Cohen. 1c up, Pub.
- Bridge Magazine**, 154 E. Erie St., Chicago. (M-35) Bridge material, shopping articles, menus, sophisticated verse, jokes. Chas. T. Adams, Milton S. Work. No cash payment.
- Bridge Forum**, 104 5th Ave., New York. (M-25) News items on contract bridge activities, articles on unusual angles of the game, jokes. Gene Clifford. Indefinite rates, Acc.
- Bridge World**, 570 Lexington Ave., New York. (M-35) Bridge miscellany. No payment.
- Broadway and Hollywood "Movies"**, 1450 Broadway, New York. (M-10) Clever, snappy, humorous drawings (no line work or color covers), with or without gags. Alma R. Roberts. Fair rates, Pub.
- Broadway Tattler**, 7 W. 22nd St., New York. (M) Gags, "inside" stories of theatrical, society, business worlds, racy line cartoons. Steve Clow. Low rates, Acc.
- Bronzeman**, The, 418 E. 47th St., Chicago. (M) Love, domestic short-stories 2500 to 3000; articles 1200 to 1500; verse 16 to 20 lines. Caswell W. Crews. \$8 to \$15 per story, Pub.
- Calgary Eye-Opener**, 402 Corn Exchange Bldg., Minneapolis. (M-25) Brief humorous, boisterous material; jokes up to 200. Bill O'Donnell; Carl Barks, Art Ed. Cartoon suggestions, jokes, epigrams \$1 up; humorous verse up to 48 lines, 10 to 25c line, Pub. (Slow.)
- Canadian Magazine**, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Acc.
- Chicagoan**, The, 407 S. Dearborn St., Chicago. (M-25) Sophisticated, humorous articles, essays 1500 to 2000. Wm. R. Weaver. 2c, Pub. (Overstocked.)
- Christian Science Monitor**, The, 107 Falmouth St., Boston. (D-5) Not in the market.
- Crown Magazine**, 325 S. 16th St., Allentown, Pa. (M-5) Humorous short-stories, jokes, cartoons. J. I. Rodale. Indefinite rates.
- College Humor and Sense**, 1301 Paramount Bldg., New York. (M-15) Youthful modern short-stories up to 5000, novelettes, serials, general and sport articles of college interest; sketches, jokes, humorous essays; gay verse, epigrams, art work. Robert W. Mickam. Fair rates, verse about 50c line, Acc.
- Comfort**, Augusta, Me. (M-5) Not in the market. V. V. Detwiler.
- Common Sense**, 155 E. 44th St., New York. (Bi-W-15) Factual-economic, political articles with social implications 1500 to 3000. Fact items, fillers. A. M. Bingham. 1c, Pub.
- Complete Detective Novel Magazine**, (Teck) 222 W. 39th St., New York. (M-25) Detective short-stories 1000 to 8000, novels 40,000 to 75,000, true tales of detective work 1000 to 2500. 1/4c, Pub.
- Current History**, 229 W. 43d St., New York. (M-25) Authoritative articles on political, economic, social, cultural events, developments in America and abroad, 3000 to 4000. 2c up, Pub.
- Daredevil Aces**, (Popular) 205 E. 42d St., New York. (M-10) Thrilling air short-stories 5000, novelettes 15,000. Harry Steeger. Good rates, Pub.
- Detective**, (Delo) Suite 1006, 7 W. 22nd St., New York. (M) Detective short-stories; novelettes up to 10,000. J. J. Harvey. 1/2c up, Pub.
- Dime Detective Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, emphasizing menace and horror; novelettes 10,000 to 15,000. Harry Steeger. 1c up, Pub.
- Dime Mystery Book**, (Popular) 205 E. 42d St., New York. (M-10) Book-length detective novels with conflict, menace, horror; brief, punchy short-stories. Rogers Terrill. 1c up, Pub.
- Dime Western Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Western short-stories 2000 to 6000, novelettes 10,000 to 25,000. Period stories. Minor girl interest. Rogers Terrill. Good rates, Pub.
- Economic Forum**, 66 W. 12th St., New York. (Q-50) Articles on economic, political, sociological current problems; possibly verse; photos of economic conditions. Joseph Mead; Wm. McC. Martin, Jr. Indefinite rates, Pub.
- Everyday Life**, 337 W. Madison Ave., Chicago. (M) Love, mystery, humorous short-stories 1500 to 2500. A. E. Swett. Up to 1/2c, Acc. or Pub.
- Family Circle**, The, 101 Park Ave., New York. (W-free) Not in the market. Harry E. Evans.
- Family Herald and Weekly Star**, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith. \$4 column, Pub.
- Flying Aces**, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Air and air-war short-stories 5000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.
- Fortune**, 135 E. 42d St., New York (M-\$1) Staff-written or ordered articles on industry. Rates by arrangement.
- Gayety**, (Shade) 1008 W. York St., Philadelphia. (M-25) Out of the market. Pierre Dumont.
- Gay Parisienne**, (Merwil) 480 Lexington Ave., New York. (M) Risque short-stories, French locale, 2000 to 3000. 1/2c, Pub.
- Gentlewoman**, 615 W. 43d St., New York (M-5) Love and action short-stories small-town home-woman appeal, 3000 to 5000. Marion White. 1/2c, Pub.
- Good Stories**, Augusta, Maine. (M-5) Not in the market. G. M. Lord. Low rates, Pub.
- Great Detective**, 80 Lafayette St., New York. (M-15) Detective fiction, at present reprint. Wm. Levine.
- Grit**, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000 to 4500; odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$2.50 to \$7 per short-story, articles \$1 to \$3, photos \$1 to \$1.50, Acc.
- Gun Law**, 722 Longacre Bldg., New York. (M) Projected adventure magazine. Write before submitting.
- Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases. Does not encourage contributions. Arthur H. Samuels. Indefinite rates, Acc.
- Home Friend Magazine**, 1411 Wyandotte St., Kansas City. (M-5) Articles of interest to small-town and rural housewives, verse; short-stories up to 3500. E. A. Weishaar. 1/4 to 1c, verse 10c line, photos \$1 to \$2, Acc.
- Honeymoon Tales**, (New Idea) 7 W. 22nd St., New York. (M) Snappy honeymoon stories 2000 to 3000. Patricia Rogers. 1/4c, Pub.
- Improvement Era**, The, 47 E. So. Temple, Salt Lake City, Utah. (M-20) Organ of Latterday Saints. Moral short-stories, feature articles, verse. H. R. Merrill; Elsie Talmadge Brandy. 1/4c, verse 12 1/2c line, Pub.
- Judge**, 18 E. 48th St., New York. (M-15) Jokes, epigrams, humorous short-stories, articles up to 500, verse, drawings. Jack Shuttleworth. 3 to 6c, jokes and paragraphs \$2 to \$5, drawings \$10 to \$75, cartoon and humorous ideas \$3 to \$15, Pub.
- La Parée Stories**, (Merwil) 480 Lexington Ave., New York. (M) Risque short-stories, French locale, 2000 to 3000. 1/4c, Pub.
- Living Age**, The, 253 Broadway, New York. (2M-25) Translations and reprints only. Quincy Howe.
- Love Adventures**, 799 Broadway, New York. (M-15) Smart, sophisticated love short-stories 2000 to 4000; novelettes 12,500 to 15,000; 2-part serials 20,000; verse; fact items; fillers; jokes; skits, epigrams. Indefinite rates, verse 25c line, jokes \$1, epigrams 50c, Acc.
- Magic Carpet Magazine**, 840 N. Michigan Ave., Chicago. (Q-15) Glamorous short-stories of distant lands, tales of glory, heroism, intrigue, vivid action; strange, thrilling plots; some historical tales; no supernatural. Lengths up to 18,000. Farnsworth Wright. 1c, Pub.
- Mayfair**, (MacLean) 143 University Ave., Toronto, Ont. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.
- Menorah Journal**, The, 63 Fifth Ave., New York. (Q-\$1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub. (Slow.)
- Modern Psychologist**, The, 33 W. 42d St., New York. (M-25) Articles, essays on psychology in all phases up to 3000. Dagobert D. Runes. Indefinite rates, Pub.
- Modern Thinker**, The, 33 W. 42d St., New York. (M-25) Timely, controversial articles 2500 to 3500. Dr. Dagobert D. Runes. 1/4 to 1c, Pub.
- Modern Youth**, 155 E. 44th St., New York. (M-25) "Voice of the younger generation." Short-stories 2000 to 6000, poems, articles, by writers under 30. Viola Ilma. 1c, Pub.
- Mother's-Home Life**, 315 S. Peoria St., Chicago. (M-5) Not in the market.
- Mystery Novels Magazine**, (Doubleday) Garden City, N. Y. (Q-25) Detective, mystery novels, by arrangement.
- National Home Monthly**, Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. Articles, short-stories 1500 to 4000. Fair rates, Pub.
- Nation**, The, 20 Vesey St., New York. (W-15) Reviews, comment, largely staff written. 1c, Pub.
- National Magazine**, 952 Dorchester Ave., Boston. (M-25) Limited market. Joe Mitchell Chapple. Indefinite rates, Pub.
- New Republic**, The, 421 W. 21st St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500, sketches of character background 1000, exceptional verse. Bruce Bliven. 2c, Pub.
- Newsstand Pubs.**, 53 Park Place, New York. (M) Unnamed love magazine. Short-stories 8000 to 12,000; novelettes 20,000. Miss Mary Gnaedinger. 1/4c up, Acc.
- Nickel Detective**, 537 S. Dearborn St., Chicago. (M) Action-detective short-stories, novelettes. Ralph Daigh. 1c, Pub.

Nickel Publications, 537 S. Dearborn St., Chicago. Unnamed love-story magazine. Emotional, problem, love short-stories up to 6000; novelettes 10,000 to 12,000. Ralph Daigh. 1c, Pub.

North American Review, 587 5th Ave., New York. (M-40) Clever, authoritative informative articles up to 4000, unsteriotyped short-stories, occasional verse. Wm. A. DeWitt. Low rates, Pub.

Occult Digest, The, 1900 N. Clark St., Chicago. (M-25) Occult facts, philosophy, occult and psychic experiences. Effa E. Danelson. No payment.

Opportunity, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; negro life and problems. Elmer Anderson Carter. No payment.

Our Army, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles, short-stories 1000 to 1200, jokes, cartoons, army background. G. A. Harter. Up to 1/4c, Pub.

Our Dumb Animals, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 800, verse up to 24 lines. Guy Richardson. 1/2c up, poems \$1 up, Acc.

Outlook, The New, 515 Madison Ave., New York. (M-25) Timely articles, 3000, largely on assignment. Alfred E. Smith; Francis Walton, Mng. Ed. Good rates, Pub.

Overland Monthly and Outwest Magazine, 502 H. W. Hellman Bldg., Los Angeles. (M-25) Articles, Western interest, short-stories, verse. Arthur H. Chamberlain. Indefinite rates.

Paris Nights, (Shade) 1008 W. York St., Philadelphia. (M-25) Out of market. Pierre Dumont.

Pastime, 246 5th Ave., New York. (M-15) Puzzles, parlor games. W. W. Scott. Indefinite rates.

Pep Stories, (Merwil) 480 Lexington Ave., New York. (M-25) Risque short-stories 2000 to 3000, serials 5000 to 8000. 1/4c, Pub.

Phantom Detective, The, (Standard Pubs.), 570 7th Ave., New York. (M-10) Gangster, racketeer, action short-stories 1000 to 4000. 1/4c, Acc.

Plain Talk, 1003 K. St., N. W., Washington, D. C. (M-25) Articles on public affairs 1000 to 3500; editorials 500 to 1000; verse; fact items, fillers up to 200. Morris A. Bealle. 1/2 to 1c, Pub.

Psychology, 1450 Broadway, New York. (M-25) Psychological or inspirational articles, business articles, personal experiences; short short-stories. Miss Eldora Field. Indefinite rates, Pub.

Real Detective, 1301 Paramount Bldg., New York. (M-25) True illustrated crime stories; detective mystery short-stories 5000 to 6000; two-part serials 24,000; novelettes 10,000 to 12,000. West F. Peterson, 1 to 2c, photos \$3, Pub.

Review of Reviews, 55 5th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 2c up, Pub.

ReXall Magazine, The, 43 Leon St., Boston. (M) Marguerite Wetlin. Not in the market.

Science Fiction Digest, 117 134th St., So. Ozone Park, N. Y. (M-10) Science fiction up to 3000; fan material. Low rates, Pub.

Sky Birds, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Air and air-war short-stories 5000 to 7000, novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Snappy Magazine, (Merwil) 480 Lexington Ave., New York. (M) Short, snappy, sexy stories 1000 to 2500. 1/4c, Pub.

Spicy Stories, (Merwil) 480 Lexington Ave., New York. (M-25) Risque short-stories 2000 to 3000, serials 5000 to 8000. 1/4c, Pub.

Spur, The, 515 Madison Ave., New York. (M-50) Articles on sport, travel, art, personalities, usually on assignment. H. S. Adams. Rates not stated.

Stars and Stripes, The, Washington, D. C. (M) Articles on soldiers' interests. Usually overstocked.

Star Novels, (Doubleday) Garden City, New York. (Q-25) Adventure and mystery novels, by arrangement.

Ten Detective Aces, (Mag. Pubs.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 10,000 to 15,000. A. A. Wyn. 1 to 2c, short shorts \$25, Pub.

10 Story Book, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets, Harry Stephen Keeler, \$6 a story, Pub.

Thrilling Adventures, (Standard Pubs.) 570 7th Ave., New York. (M-10) Action short-stories up to 6000; novelettes 8000; novels 20,000. Foreign locales, American heroes. Occasional pseudo-scientific stories. J. S. Williams. 1/4c up, Acc.

Thrilling Detective, (Standard Pubs.) 570 7th Ave., New York. (M-10) Action-detective short-stories up to 6000; novelettes 20,000. Harvey Burns. 1/4c up, Acc.

Thrilling Love Magazine, (Standard Pubs.) 570 7th Ave., New York. (M-10) Thrilling love short-stories up to 6000, novelettes 20,000, girls' viewpoint. Dorothy Sands. 1/4c up, Acc.

Three Love Novels Magazine, (Doubleday) Garden City, N. Y. (Q-25) Love novels, usually by arrangement.

Time, 135 E. 42d St., New York. (W-15) News, all staff written, no market, unless for exceptional news.

Tiny-Tot Time, 624 S. Michigan Ave., Chicago. Articles for mothers in form of "baby talking for himself." Rates not at hand.

Town Tidings, 319 Main St., Buffalo, N. Y. (M) Sophisticated articles 850; short short-stories. B. C. Webster. 1c, Pub.

Travel, 4 W. 16th St., New York. (M-15) Illustrated travel, exploration, adventure articles 1500 to 5000. Coburn Gilman. 1c, \$1 to \$3 per photo, Pub.

Underworld, 551 7th Ave., New York. (M-20) Detective, crime deduction, gangster short-stories 3500 to 5000, novelettes up to 15,000. Up to 1/4c, Pub.

U. S. Air Services, 227 Transportation Bldg., Washington, D. C. (M-25) Aviation articles, short-stories, verse. E. N. Findley. 1c, Pub. (Overstocked.)

Virginia Quarterly Review, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000, occasional short-stories, verse 10 to 40 lines. Stringfellow Barr. \$5 page (350) words, verse 50c line, Pub.

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 10,000, novelettes up to 15,000, serials up to 75,000, verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

Western Trails, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest 2000 to 8000, novelettes up to 15,000. A. A. Wyn. 1 to 2c, Pub.

Wild West Stories and Complete Novel Magazine, (Teck) 222 W. 39th St., New York. (M-25) Western short-stories 1000 to 8000, novels 40,000 to 75,000, articles up to 6000. 1/4c, Pub.

Wonder Stories, (Gernsback) 96 Park Place, New York. (M-25) Exciting, realistic, plausible, adventure short-stories based on science developments of future up to 8000, novelettes up to 25,000, serials up to 65,000. Articles on science or world of the future up to 5000. H. Gernsback. Up to 1/4c, Pub. (Slow.)

Western Supernovel, (Newsstand Pubs.) 53 Park Pl., New York. (M) Western short-stories 3000 to 6000. Apparently using some reprints. Martin S. Goodman. 1/2 to 2c, Acc.

Yale Review, Box 1729, New Haven, Conn. (Q-51) Articles on current political, literary, scientific, art subjects, 5000 to 6000. Wilbur Cross. God rates, Pub.

POETRY AND EXPERIMENTAL LITERARY MAGAZINES

Anvil, The, care Jack Conroy, Route 4, Moberly, Mo. (8 times yearly-15) Short-stories, sketches 1000 to 3000, occasionally 4000; verse, reviews, portraying proletarian life from viewpoint of the class struggle; translations. Jack Conroy. No payment.

Bozart and Contemporary Verse, Oglethorpe University, Ga. (Bi-M-40) Distinctive poetry, book reviews. Payment in prizes.

Clay, Jose Garcia Villa, 140 Claremont Ave., New York.
Contempo, Chapel Hill, N. C.

Frontier, University of Montana, Missoula, Mont.

Greenwich Villager, The, 15 E. 9th St., New York. (2M) Contributions by Greenwich Villagers. Edison Smith. Rates not at hand.

Hound and Horn, 545 5th Ave., New York.

Interludes, 2917 Erdman Ave., Baltimore, Md. (Q-25) Poems up to 30 lines, literary essays, short-stories up to 1200; prose poems. Wm. James Price. Payment in prizes.

Kaleidograph, a National Magazine of Poetry, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices, short-stories under 2000. Whitney Montgomery; Vaida Stewart Montgomery. Payment in prizes.

Left Front, 1475 S. Michigan Ave., Chicago. (M-15) Short-stories, poems, sketches, critical essays, from Marxian point of view. No payment.

Midland, The, 801 Monadnock Bldg., Chicago.

New Contempo, Durham, N. C.

New Masses, 31 E. 27th St., New York. Robert Evans.

New Talent, The, 321 W. 44th St., New York. Literary contributions. E. G. Arnold.

Outlander, The, 1305 Terminal Sales Bldg., Portland, Ore. (Q) Unconventional short-stories up to 3000; essays, verse. Albert Richard Wetjen, Roderick Lull. No payment.

Pagany, 9 Gramercy Park, New York.

Poetry: A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse up to 200 lines. Harriet Monroe. \$6 page of 28 lines, Pub.

Poetry World and Contemporary Vision, 27 E. 7th St., New York. (M-25) Poetry, criticism. Henry Harrison. No payment.

Pollen, care Lawrence A. Harper, 1046 1/2 Ingraham St., Los Angeles. (Q) Ultra-experimental, iconoclastic short-stories 1000 to 1500; critical essays 600 to 1200; poetry. Payment in prizes.

Prairie Schooner, University of Nebraska, Lincoln, Nebr.

Shards, Box 2007, Augusta, Ga. (Q-40) Poetry. Constance Deming Lewis. Payment in prizes.

Southern Literary Review, 629 Grant Bldg., Atlanta, Ga. (M) Articles on current literary problems, music, columnizing; short short-stories 1000 to 1200; poems; literary jokes; oddities; photos; pen sketches. Richard Merton Petty. No payment.

Story, 20 E. 57th St., New York. (Bi-M-50) Distinctive short-stories. Whit Burnett, Martha Foley. Nominal rates, Pub.

This Quarter, No. 4 rue Delambre, Montparnasse, Paris, France.

transition, The Service Press, Rietzgerlaan 15, The Hague, Holland.

Universal Poetry Magazine, 314 Gideon St., Philadelphia. (M-10) Popular, humorous, satiric verse. Leo Konopka, James Bolger. Payment in prizes.

Westminster Magazine, The, Oglethorpe University, Ga. (Q-25) Short-stories, verse, critical articles, essays, reviews, articles on literature, history, social subjects 1000 to 5000. Robert D. England. No payment.

Windsor Quarterly, The, Hartland Four Corners, Vt. (Q) Unusual examples of all trends in literature.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

Breeders' Gazette, Spencer, Ind. (M-10) Short stories of success in farming under 1000. Livestock articles. S. R. Guard. 1c. photos \$2, Pub.

Canadian Countryman, 204 Richmond St., W., Toronto. Agricultural articles, short-stories. 1/4c. Pub.

Farm and Ranch, Dallas, Tex. (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. 3/4 to 1c up, Pub.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600. Overstocked on fiction and verse. Arthur H. Jenkins. First-class rates, Acc.

Hatchery Tribune, Mt. Morris, Ill. (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. 1/2 to 2c, Acc.

Hoard's Dairyman, Fort Atkinson, Wis. (2M) Miscellany on dairying interests. W. D. Hoard. Low rates, Pub.

Iowa Farmer and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Indefinite rates, Pub.

Michigan Farmer, Detroit, Mich. (Bi-W) Articles 1000 to 2000 on successful farming; occasional serials, short-stories. Milton Grinnell. 1/4c. Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Indefinite rates, Pub. Cover photos, \$5 to \$10.

Poultry Tribune, Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

Successful Farming, Des Moines, Ia. (M-5) Agricultural miscellany. Kirk Fox. 1c up, Acc.

ART, PHOTOGRAPHY

American Photography, 428 Newbury St., Boston. (M-25) Technical articles on photography. F. R. Praprie. Fair rates, Pub. (Overstocked.)

Antiques, 468 4th Ave., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1 1/2 to 2c, Pub.

Camera, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 2000. Frank V. Chambers. 1/4c, Acc.

Photo Miniature, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000 to 15,000. John A. Tennant. \$50 each, Acc.

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

A. A. A. Travel, Pennsylvania Ave. at 17th St., Washington, D. C. Touring or travel articles, motor, plane, or water, 1500 to 1800; poems. Verva I. Hainer. 1 1/4c, verse 3 to 5c line, photos \$3 to \$5, Acc.

Aero Digest, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, military aeronautics, air travel, etc. Geo. F. McLaughlin. 1/4c up, Pub.

American Motorist, Pennsylvania Ave., at 17th St., Washington, D. C. Illustrated travel articles, vicinity of Washington, 1800 to 2000; verse. Verva I. Hainer. 1c, Pub.

Aviation, 330 W. 42nd St., New York. (M-35) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Pub.

Aviation Engineering, 19 E. 47th St., New York. (M-25) Technical articles on aircraft and aircraft engines. Alexander Klemin, Ed.; Geo. H. Sherwood, Mng. Ed. Rates not stated.

Highway Magazine, Armo Culvert Mfgs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads 800 to 1200. 1c, photos \$1, Acc.

Motorboat, 63 Beekman St., New York. (M-20) Articles of interest to practical boat owners, stories of actual cruises, etc. Gerald T. White, Ed.; A. E. Heft, E. S. Nelson, Assoc. Eds. 1/2 to 3c, Pub.

Motorship, 192 Lexington Ave., New York. (M-35) Articles on use of Diesel engines in ships, data on performance, economy of operation, 2000 to 3000. L. R. Ford. \$10 page, Pub.

National Aeronautic Magazine, Dupont Circle, Washington, D. C. (M-35) Not in the market. Wm. R. Enyart.

National Waterways, Clark Bldg., Pittsburgh, Pa. (M-35) River transportation features, 3000 to 5000, news, fillers, photos. John W. Black. 1c, photos \$2 to \$3, Pub.

Popular Aviation, 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanics articles war experiences, true adventures 2500 to 3500; fact items, fillers 100 to 800. B. G. Davis. 1/2 to 1c, Pub., photos extra.

Power Boating, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on boating subjects. J. G. Robinson. Indefinite rates, Acc.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

Western Construction News and Highways Builder, 114 Sansome St., San Francisco. (2M) Signed articles by civil engineers on western subjects. Howard B. Rose; A. Gilbert Darwin, Mng. Ed. Varying rates.

Western Flying, 145 S. Spring St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation 100 to 2500. Robert J. Pritchard. Up to 1c, Pub. (Overstocked.)

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 537 S. Dearborn St., Chicago. (W-5) Spot news only, with illustrations. S. R. Bernstein. 1c, Pub.

Bankers Magazine, 465 Main St., Cambridge, Mass. (M) Not in the market. Keith F. Warren. 1c up, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative financial articles 500 to 2500. Hugh Bancroft. Indefinite rates, Acc.

Burrough's Clearing House, 6071 2d Blvd., Detroit. (M) Query editor on banking features. Henry J. Boone. 1 to 2c, Acc.

Business Week, The, 330 W. 42nd St., New York. (W-20) Not in the market. Marc A. Rose.

Commerce, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Howard R. Smith, Mng. Ed. Rates variable. (Overstocked.)

Credit & Financial Management, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

Forbes Magazine, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500 to 2000. B. C. Forbes. Good rates, Acc.

How to Sell, Mount Morris, Ill. (M-5) News magazine of direct selling. Fact items; stories of individual success in direct selling; 150 to 500. R. C. Remington. 1/2 to 1/4c, Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling. Martin E. Siegel. 1/2 to 1c, photos \$1, Pub.

Industrial Relations, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of the employer-employee relation. Invites queries. A. D. Cloud. 1c up, Pub.

Management Methods, 330 W. 42d St., New York. (M-35) Articles about office work, profit-making ideas, usually less than 500. Norman C. Firth. 1 to 2c, Pub.

Nation's Business, The, 1615 H. St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe, Ed.; J. W. Bishop, Mng. Ed. Good rates, Acc.

Opportunity, 919 N. Michigan Ave., Chicago. (M) Interview with big business men, with a sales angle; with successful salesmen, sales managers and distributors, accompanied by photo. Articles on "how" of selling. Ray O. Wiker. 1 to 2c, Acc.

Postage and Mailbag, 200 5th Ave., New York. (M-25) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

Printers' Ink, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**-25) Advertising and business articles. John Irving Romer; G. A. Nichols, Mng. Ed. Good rates, Pub.

Rand McNally Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 274 Madison Ave., New York. (M-35) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. 1/4c, Pub.

Specialty Salesman Magazine, S. Whitley, Ind. (Chicago office, 307 N. Michigan Ave.) (M-25) Inspirational articles, 1000 to 3000; small-town, rural, human-interest short-stories 3000 to 5000; editorials on direct selling 800; short fact items, news pertinent to field, 100 to 1000. Geo. F. Peabody. 1/4c up, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (M-25) Not in the market. Douglas G. McPhee. 1c, Pub.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, 244 Madison Ave., New York. (M-10) Practical articles pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. 2c, Pub.

Arts and Decoration, 578 Madison Ave., New York. (M-50) Practical short illustrated home-decoration, architecture, garden, antique articles. Camille Davied. 1 to 2c, Acc.

Better Homes and Gardens, 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson. 2c up, usual photo rates, Acc.

Canadian Homes and Gardens, (McLean) 143 University Ave., Toronto, Ont., Canada. (M) Canadian home and garden articles 1500 to 2000, photos. J. H. Hodgins. 1c, Pub.

Country Home, The, 250 Park Ave., New York. (M-5) Articles on home building, improvement, gardening, farming, general features, 2500, mostly staff written. Tom Cathcart. Good rates, Acc.

Country Life, 244 Madison Ave., New York. (M-50) Illustrated gardening, sport, interior decorating, country estate, travel articles 1000 to 1500; good photos essential. R. T. Townsend. \$50 to \$75 per article, Acc.

Home & Field, 572 Madison Ave., New York. (M-35) Articles on gardening, decoration, architecture up to 1500. Stewart Beach. 2 1/4c, Acc.

House and Garden, Lexington at 43d, New York. (M-35) Home decoration, landscape articles. Richardson Wright. 1c up, Acc.

House Beautiful, 8 Arlington St., Boston. (M-35) Building, furnishing, interior decoration, gardening articles, 1200 to 1500. Ethel B. Power. 1c up, Acc.

Sunset, 1043 Sansome St., San Francisco. (M-10) Home-making, garden, vacation, outdoor articles, Western appeal, 1500 to 2500. Buys chiefly from Western writers. Lou F. Richardson; Genevieve A. Callahan. 1c up, verse 25c line, fillers \$1, Pub.

Town and Country, 572 Madison Ave., New York. (2M-50) Not in the market. H. J. Whigham.

EDUCATIONAL

American School Board Journal, 407 E. Michigan St., Milwaukee, Wis. (M-35) School administrative articles 500 to 5000. Photos of children in school activities, new school buildings. Wm. C. Bruce. $\frac{1}{2}$ c. Pub.

Grade Teacher, The, 425 4th Ave., New York. (M-25) Classroom helps. Florence Hale. $\frac{1}{2}$ c up. Pub. (Overstocked.)

Industrial Arts and Vocational Education, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. $\frac{1}{2}$ c, news $\frac{1}{4}$ c. Pub. (Overstocked.)

Instructor, The, 514 Cutler Bldg., Rochester, New York. (M-25) Educational articles for elementary schools 1800, educational juvenile short-stories 1500, recitations, school plays. Good rates, Acc.

Journal of Education, 6 Beacon St., Boston. (M) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

Kindergarten Primary Magazine, 278 River St., Manistee, Mich. (M-10) Articles helpful to kindergarten teachers, on kindergarten methods, child training, up to 1500. Occasional short-stories for children up to 500, short verse, playlets, songs for kindergarten use. J. L. Keddie. \$1 to \$5 per article, verse 25c to \$1, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. $\frac{1}{2}$ c. Pub.

School Activities, Topeka, Kans. (M-20) Articles on high-school extra-curricular activities 1000, one-act plays for school use, stunts, money-making plans. C. R. Van Nice. $\frac{1}{4}$ to $\frac{1}{2}$ c. Pub.

School Management, 114 E. 32d St., New York. (M) 200-word departmental items. David Bergh. \$1 each, Pub.

School News and Practical Educator, Taylorville, Ill. (M-20) Practical articles for grade teachers 1800 to 2800. V. E. Huffer. Low rates, Pub.

HEALTH, HYGIENE

Arena and Strength, 2741 N. Palethorp St., Philadelphia. (M-15) Health, hygiene, exercise, diet, boxing articles. Up to 1c, Pub.

Forecast, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, child training; news articles on food and health progress 2000 to 3000. Alberta M. Goudiss. 1 to $\frac{1}{4}$ c. Acc.

Home Digest, 1235 Book Bldg., Detroit. (M-10) Authoritative health articles, vegetarian, up to 1000. The Wadsworth Co. $\frac{1}{4}$ c. Pub.

Hygeia, 535 No. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up, Pub.

Journal of the Outdoor Life, 450 7th Ave., New York. (M-25) Anti-tuberculosis articles, short-stories, experience articles from tuberculosis patients. Philip P. Jacobs. Low rates, Acc.

Modern Medicine, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes. M. A. $\frac{1}{2}$ c up, photos \$3, Pub.

Physical Culture, (Macfadden) 1926 Broadway, New York. (M-15) Health articles, self-told adventures in health. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-35) Articles on nursing, hospital, public health subjects 800 to 3200. Meta Pennock. $\frac{1}{3}$ to 1c, Pub.

MUSICAL

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 150 to 2000. James Francis Cooke. \$5 column, Pub.

Metronome, 113 W. 57th St., New York. (M-25) Instructive articles on playing musical instruments, organizing orchestras, etc., 1000 to 1500. Doron K. Antrim. 1c, Pub.

Musical America, 113 W. 57th St., New York. (2M-20) Music articles 1500 to 2000. A. Walter Kramer. Indefinite rates.

Musical Courier, 113 W. 57th St., New York. (W-15) Informational articles of interest to musicians. Leonard Liebling. 1c, Pub.

Musician, The, 113 W. 57th St., New York. (M-25) Not in the market. Paul Kempf.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. Rates according to value, Pub.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M-10) Religious educational articles 300 to 1500, short short-stories 1200 to 1600, verse 2 or 3 stanzas, news of significant Bible-class activities 100. Lucius H. Bugbee. $\frac{1}{2}$ to 1c, verse \$3 to \$10, photos \$2.50 up, Acc.

Ave Maria, The, Notre Dame, Ind. (W-10) Short-stories of religious tone, articles on topics of the day 3000, religious poems not over 16 lines. Juvenile adventure short-stories, serials, religious but not preachy. Rev. Eugene P. Burke, C.S.C. \$3 page, poems \$5, Pub.

Canadian Messenger, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories; articles, Catholic interest, 1000 to 3000. Rev. J. I. Bergin, S.J. $\frac{1}{2}$ c. Acc.

Catholic World, 411 W. 59th St., New York. (M-40) Scientific, historical, literary, art articles, Catholic viewpoint, short-stories 2500 to 4500, verse. Rev. James M. Gillis, C. S. P. Indefinite rates, Pub.

Christian Advocate, The, 150 5th Ave., New York. (W-10) Articles, miscellany 1500. James R. Joy. Low rates, Pub.

Christian Endeavor World, 41 Mt. Vernon St., Boston. (M-20) Wholesome short-stories up to 2500, preferably 1500 to 1800, serials 8 to 10 short chapters, inspirational articles 1000 to 2000. Carlton M. Sherwood. $\frac{1}{2}$ c, photos \$1 to \$2, Acc.

Christian Herald, 419 4th Ave., New York. (M) Religious, sociological articles; short-stories 1000 to 6000. Varying rates, Acc. (Overstocked.)

Church Business, Duplex Envelope Co., Richmond, Va. (Bi-M) Articles with or without illustrations on church plans, programs, etc., up to 800; religious fillers, jokes. Mary A. Cocke. About 1c, jokes \$1, Pub.

Churchman, The, 19 E. 47th St., New York. (2M-20) Liberal Christianity articles, verse. Rev. Guy Emery Shippler, Litt. D. No payment.

Congregationalist, 14 Beacon St., Boston. (W-10) Religious articles, verse. W. E. Gilroy, D.D. Indefinite rates, Pub. (Overstocked.)

Cradle Roll Home, The, 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150 to 800, fact items. Agnes Kennedy Holmes. $\frac{1}{2}$ c. Acc.

Good Business, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Articles on conducting business on Christian principles, 1000. 1c, Acc.

Living Church, The, 1801 W. Fond du Lac Ave., Milwaukee. (W) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work up to 1800, wholesome short-stories 1500 to 2000, serials up to 12 chapters, 1500 to 2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. $\frac{1}{2}$ c, photos \$1 to \$5, Acc.

Magnificat, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

Miraculous Medal, The, 100 E. Price St., Philadelphia. (M-10) Articles of Catholic interest 1500 to 2000, clever short-stories 1000 to 3000; verse. Rev. Kieran P. Moran, C.M. 1c, photos \$1, Acc. (Overstocked.)

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. $\frac{1}{2}$ c. Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. $\frac{1}{2}$ c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools. Arthur M. Baker. $\frac{1}{2}$ c. Acc.

Union Signal, The, Evanston, Ill. (W-5) Short-stories, short serials, on prohibition, law enforcement. \$5 per 1500-word story, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M & W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Broadcasting Magazine, 11 E. 36th St., New York. (M) Radio fan miscellany. Indefinite rates.

Electricity on the Farm, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. $\frac{1}{4}$ c. Pub. (Overstocked.)

Everyday Science & Mechanics, (Gernsback) 100 Park Pl., New York. (M-15) Constructional articles up to 2000. H. Gernsback. $\frac{1}{2}$ c up, photos \$2 up, Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Exclusively a home workshop-homecraft magazine featuring "how-to-make-it" articles 500 to 1500. No popular scientific features. E. A. Weishaar. $\frac{1}{2}$ to 1c, photos or drawings \$1 to \$2, Acc.

Modern Mechanix and Inventions, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-10) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos. Douglas Lurton; Donald Cooley, associate. 2 to 15c, photos \$3 up, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000, no poetry. R. W. Westwood. 1 to 5c, Acc. (Overstocked.)

Popular Home Craft, 737 N. Michigan Ave., Chicago. (M) Non-technical articles of interest to the home craftsmen—woodcraft, leathercraft, metalcraft. Indefinite rates, Pub. (Slow.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300 to 2500; fillers up to 250. L. K. Weber. 1 to 10c; photos \$3 up, Acc.

Popular Science Monthly, 381 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. 1c up to 10c, photos \$3 up, Acc.

Progress, (S. & S.), 79 7th Ave., New York. (M) Scientific articles, miscellany. Austin Lescarboura. Good rates, Acc.

Radio Art, 420 Lexington Ave., New York. (2M-25) Material for radio artists, entertainers, business, continuity writers, production managers; brief professional news items. H. P. Brown. 1c up, Pub.

Scientific American, 24 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. O. D. Munn. Indefinite rates, Acc. (Overstocked.)

Universal Model Airplane News, 125 W. 45th St., New York. (M-15) Model airplane construction articles. Rates not stated.

SPORTING, OUTDOOR, HUNTING, FISHING

American Forests, 1727 K. St., Washington, D. C. (M-35) Not buying at present. Ovid Butler.

American Golfer, The, Lexington at 43d Sts., New York. (M-25) Golf articles up to 1500. Grantland Rice. Rates not stated.

American Rifleman, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3500. Laurence J. Hathaway. About 1c, Pub.

American Trapper, Plymouth, Calif. (M) Short fact stories on trapping 500 to 1500; short items 100 to 200; photos. N. E. Sharp. ¼c. Acc. or Pub.

Atlantic Sportsman, Winston-Salem, N. C. (M-10) Articles and photos dealing with wild life and game fish up to 3000; hunting and fishing stories. A. G. Gordon. 1/3 to ¼c. photos 50c. Acc.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Baseball articles, verse. F. C. Lane. ¼ to 1½c. Pub.

Field and Stream, 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500 to 3000. Ray P. Holland. 1c up. Acc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities. A. V. Harding. ¼ to ½c. Acc. (Overstocked.)

Golf Illustrated, 425 5th Ave., New York. (M-50) Golf articles. A. C. Gregson. 2c. Pub.

Hunter-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, hunting-dog articles, outdoor photos. Otto Kuechler. Indefinite rates. Acc. (Overstocked.)

Michigan Sportsman, 609 Prudden Bldg., Lansing, Mich. (M-20) Hunting, fishing, outdoor articles, Michigan setting. Outdoor, humorous short-stories, photos. Jan Adrian Van Coevering. ¼ to 2c. Pub.

National Sportsman, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

Outdoor America, 222 N. Bank Drive, Chicago. (Bi-M-25) Not buying at present. Cal Johnson.

Outdoor Life, Mt. Morris, Ill. (M-25) Articles on hunting, fishing, camping, boating and allied subjects 2000 to 2500. Harry McGuire. 1c up. Acc.

Pacific Sportsman, 550 Sacramento St., San Francisco. (M) Outdoor, fishing, hunting, boating, canoeing, camping articles 500 to 1500; outdoor poetry up to 16 lines. John C. Piver. ¼c. extra for photos, Pub.

Sports Afield and Trails of the Northwoods, 302 Hennepin Ave., Minneapolis. (M-15) Not in the market. Robert C. Mueller.

Sportsman, The, 60 Battery March St., Boston. (M-50) Articles on special aspects of amateur sports, fox-hunting, polo, yacht racing, tennis, fishing, etc., 1500 to 2500. Indefinite rates, photos \$3. Pub.

Sportsman's Digest, 22 E. 12th St., Cincinnati, O. (M-10) Illustrated hunting, fishing, trapping experience stories 2000 to 3000. George A. Vogele. ¼ to 1c. Pub. (Overstocked.)

Turf & Sport Digest, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on sports, horse racing, football, baseball, etc., 1000 to 5000, sport short-stories up to 5000; serials up to 20,000. Edgar G. Horn. ¼c. Pub.

THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

Billboard, The, 25-27 Opera Pl., Cincinnati, O. (W-15) Amusement articles, principally on assignment. Does not pay for unsolicited news. A. C. Hartmann, E. E. Sugarman.

Greater Show World, 1547 Broadway, New York. (2M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. ¼c. Pub.

Hollywood Magazine, (Fawcett) 529 S. 7th St., Minneapolis. (M-10) Mainly pictorial. Interviews on assignment. Capt. Roscoe Fawcett. Liberal rates, Acc.

Modern Screen, (Dell) 100 5th Ave., New York. (M-10) Photoplay fan material on assignment. Short love fiction, Hollywood background. Ernest V. Heyn. Good rates, Acc.

Motion Picture Magazine, 1501 Broadway, New York. (M-15) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

Movie Classic, 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment. Laurence Reid. Good rates, Acc.

Movie Mirror, (Macfadden) 1926 Broadway, New York. (M-10) Motion-picture fan material. Rates not stated.

New Movie Magazine, (Tower) 55 5th Ave., New York. (M-10) Fan material by arrangement. Hugh Weir. Good rates, Acc.

Photoplay, 221 W. 57th St., New York. (M-25) Motion picture articles. Wm. T. Walsh. Good rates, Acc.

Picture Play Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Articles 1200 to 1500 of interest to motion-picture enthusiasts, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

Radio Stars, (Dell) 100 5th Ave., New York. (M-10) Fan stories and lives of radio personalities up to 1700. Good rates, Acc.

Screen Book, (Fawcett) 529 S. 7th St., Minneapolis. (M-10) Short news articles on popular screen favorites, usually on assignment. Frederick James Smith. Liberal rates, Acc.

Screenland, 49 W. 45th St., New York. (M-25) Motion-picture feature articles. Delight Evans. Fair rates, Pub.

Screen Play, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-10) Authentic articles of interest to movie fans, usually on assignment. Capt. Roscoe Fawcett; Carl A. Schroeder, Assoc.; J. Eugene Chrisman, Western Ed. Liberal rates, Acc.

Shadoplay, 221 W. 57th St., New York. (M-10) Motion-picture material. Wm. T. Walsh. Good rates, Acc.

Theatre Arts Monthly, 119 W. 57th St., New York; 2 Ladbrooke Rd., London, W. 11, England. (M-50) Theatrical articles 1800 to 2500. Edith J. R. Isaacs. 2c. Pub.

Theatre Magazine, 22 W. 48th St., New York. (M-35) Sophisticated articles on the theatre up to 1500. Stewart Beach. 3c. Pub.

Variety, 154 W. 46th St., New York. (W-15) Theatrical articles, news. Sime Silverman. Space rates.

TRADE JOURNALS—MISCELLANEOUS

American Artisan, 1900 Prairie Ave., Chicago, Ill. (M) Merchandising articles with illustrations on experiences of men in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page, including art.

American Baker, The, 118 S. 6th St., Minneapolis. (M-10) Technical articles on baking; illustrated articles on new bake-shops, attractive window photos, merchandising talks. Carroll Michener, Mng. Ed. ¼c. photos \$1. Acc. (Overstocked.)

American Druggist, 57th St. at 8th Ave., New York. (M) Highest type drug merchandising articles. Herbert R. Mayes. High rates, Acc.

American Hatter, 1225 Broadway, New York. Trade miscellany. E. F. Hubbard. ¼ to 1c. photos \$2. Acc.

American Lumberman, 431 S. Dearborn St., Chicago. (Bi-W) News and features of lumber and building materials industry. A. L. Ford. \$3.50 column, Pub.

American Painter & Decorator, 3713 Washington Blvd., St. Louis. (M-10) Fact stories on successful painters and decorators 200 to 1000. George Boardman Perry. Up to 1c. Pub.

American Paint & Oil Dealer, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

American Paper Merchant, 1911 Conway Bldg., Chicago. (M) News and features regarding paper merchants. Frank C. Petrine, Mng. Ed. ¼c up. Acc.

American Perfumer & Essential Oil Review, 432 4th Ave., New York. (M-30) Technical, scientific articles on perfumes, cosmetics, soaps, etc., articles on merchandising and advertising of same from manufacturer's standpoint; news items on manufacturers. Indefinite rates, features, Acc.; news, Pub.

American Printer, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives. L. B. Siegfried. 1c up. Pub.

American Silk & Rayon Journal, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$2.50 per column, Pub.

Amusement Park Management, 114 E. 32nd St., New York. (M-25) Constructive articles on general amusement park operation, with photos. S. Hoffman. 1c. photos \$1.50. Pub.

Art of Mosaics & Terrazzo, 400 W. Madison St., Chicago. Articles on use and sale of mosaics and terrazzo work. R. B. Birch, Sr. 1c. photos \$2. Pub.

Autobody Trimmer and Painter, 128 Opera Place, Cincinnati. (M-30) Limited market for technical and merchandising articles of the trade. John R. Warrington. ¼c. Pub.

Automobile Trade Journal & Motor Age, Chestnut and 56th Sts., Philadelphia. (M) Features based on interviews with successful automobile or equipment dealers. Leon F. Banigan. 1c up. Pub.

Automotive Electricity, 420 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories 1200. L. E. Murray. 1c. Pub.

Automotive Service News, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. C. C. Hayley. 1c. Pub. (Overstocked.)

Bakers' Helper, 330 S. Wells St., Chicago. (2M-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.

Bakers Weekly, 45 W. 45th St., New York. (W) News correspondents in principal cities. Albert Klopfer. 1c. Pub.

Bakers Review, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. A. Smit. 20c inch, Pub.

Beach and Pool, 114 E. 32nd St., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up. Pub. (Overstocked.)

Beautician Magazine, 152 W. 42d St., New York. (M) Articles of interest to beauty shop owners and operators 1000. Henrietta Helston. 1c. Pub.

Black Diamond, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal field. A. T. Murphy. ¼c up. Pub.

Boot & Shoe Recorder, 230 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c. Pub.

Boys' Outfitter, 175 Fifth Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block. 25c column inch, Pub.

Brewery Engineering, 222 N. Wells St., Chicago. Devoted to design, construction and rehabilitation of breweries. Indefinite rates, Pub.

Brewing Industry, The, 475 5th Ave., New York. (Bi-M) Independent national newspaper for the brewing and allied industries. Indefinite rates, Pub.

Brick & Clay Record, 59 E. Van Buren St., Chicago. (M) News and features of brick and clay industry. Regular correspondents. H. V. Kaeppl, Mng. Ed. 1c up. Pub.

Building Maintenance, 407 E. Michigan St., Milwaukee. (Bi-M) Upkeep and management articles. H. James Larkin. 1c. photos \$1. Acc.

Building Operation, 250 Park Ave., New York. (M-25) Articles on management and maintenance of office, apartment and loft buildings, of interest to building owners, managers, brokers, architects, 2000. A. D. Karten. 1c. Pub.

Building Supply News, 59 E. Van Buren St., Chicago. (M) Merchandising features of lumber and building materials dealers. Query. H. K. Taylor. ¼c. Pub.

Bus Transportation, 330 W. 42d St., New York. (M-25) Practical bus operation articles 200, 2 or 3 photos. C. W. Stocks. ¼c. Acc. News items, first 100 words 2c, bal. each item ¼c. Pub.

Casket & Sunnyside, 487 Broadway, New York. (2M) Interviews with morticians on mortuary management. Seabury Quinn. 1/6c. Pub.

Ceramic Industry, 59 E. Van Buren St., Chicago. (M-25) News items pertaining to pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaepfel, Mng. Ed. 1c. Pub.

Chain Store Age, 93 Worth St., New York. (M-35) Feature articles on special assignment only. Godfrey M. Lebbhar. About 11/6c. Pub.

Chain Store Management, 180 N. Michigan Ave., Chicago. (M-25) Promotional merchandising articles covering food store displays, promotional methods, etc., 500. Walter B. Martin. 11/6c. Pub.

Cleaning and Dyeing World, 330 W. 42d St., New York. (W) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About 1/6c. Pub.

Commercial Car Journal, Chestnut and 56th Sts., Philadelphia. (M-40) Articles on servicing and operating methods of large truck fleet operators, 1500. George T. Hook. Variable rates. Pub.

Concrete Products, 330 S. Wells St., Chicago. (Bi-M) Illustrated articles on manufacture, marketing and uses of pre-cast concrete products 500 to 1500. Harold O. Hayes. \$10 page. Pub.

Confectioners Journal, 437 Chestnut St., Philadelphia. (M-35) Articles on wholesale and retail manufacturing candy business and candy jobbing. Eugene Pharo. Up to 1c. Acc.

Corsets & Brassieres, 267 Fifth Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. 1/6c. Pub.

Corset & Underwear Review, 1170 Broadway, New York. (M) Devoted to buyers of corset and underwear departments and specialty shops. Louise Campe. 1/6c. Pub.

Cracker Baker, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) One or two-page stories pertaining to biscuits and crackers, or the industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories of men in the industry. L. M. Dawson. 30 to 50c inch. Pub.

Dairy Products, 110 N. Franklin St., Chicago. (2M-15) Limited market for features on distribution and merchandising of dairy products; must be illustrated. C. S. Paton. Up to 1c. Pub.

Dairy World, 608 S. Dearborn St., Chicago. (M-10) Merchandising and reduced-production cost articles of proved merit; articles on new or remodeled dairy plants (milk, ice cream, butter, cheese, dairy by-products) 500 to 2000, with photos or ads. E. C. Ackerman. 1c. ads \$1, photos \$1 to \$3. Pub.

Decorative Furnisher, 381 4th Ave., New York. (M) Illustrated articles of interest to interior decorators, decorative departments in high-class department stores, home furnishers and retailers of decorative furnishings. Good rates. Pub.

Diesel Power, 192 Lexington Ave., New York. (M) Articles on oil engine uses. Lacey H. Morrison. 1c. Pub.

Distribution and Warehousing, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. 1/6c. up, photos \$2. Pub.

Domestic Engineering, 1900 Prairie Ave., Chicago. (M) Plumbing and heating trade merchandising and technical articles. 1c. Pub.

Draperies and Decorative Fabrics, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. W. H. McCleary. 1c. photos \$3. Pub.

Druggists' Circular, The, 12 Gold St., New York. (M-25) Druggist success articles. G. K. Hanchett. Indefinite rates. Pub.

Drug Topics, 330 W. 42d St., New York. (M-25) Merchandising articles 1500, describing how druggist—name and address given—sold more merchandise, saved money. "Shorts" less than 100, \$1; with photo, \$1.50. Dan Rennick. Good rates, photos \$3. Pub.

Drug Trade News, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick. Indefinite rates.

Dry Goods Economist, 239 W. 39th St., New York. (M-25) Articles of specific interest to department store field, up to 1200. C. K. MacDermut, Jr., Mng. Ed. 11/6c. photos \$2, special rates on best material. Acc.

Editor & Publisher, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.

Electrical Dealer, 360 N. Michigan Ave., Chicago. (M) Illustrated articles reflecting unusual operations in retailing domestic electrical goods or radio by any sort of store. Queries answered. \$10 page (1200 words). Acc.

Electrical West, 883 Mission St., San Francisco. (M-25) Articles on methods of improving sale of electrical merchandise by dealers and contractors, unusual electrical installations involving special technique. William A. Cyr, Assoc. Ed. 1/2 to 1c. Pub.

Electrical Wholesaling, 520 N. Michigan Ave., Chicago. (M-15) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates. Pub.

Electric Refrigeration News, 550 Macabees Bldg., Detroit. (W-10) How-to-do-it stories; informative articles on installations and servicing of refrigeration machines; news; photos. George F. Taubeneck. 1c. Pub. (Buying little.)

Enamelist, 2100 Keith Bldg., Cleveland, O. (M) Technical or semi-technical articles dealing with porcelain enamel, and stove manufacturing processes. R. A. Weaver, Write J. K. Gillett for latest rates.

Excavating Engineer, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline dredge, clam shell, excavating contracts, open pit mining, quarry, drainage, etc., 500 to 2000. Arnold Andrews. 1c. photos \$1. Pub. (Query.)

Feed Bag, The, 210 E. Michigan St., Milwaukee. (M-25) Articles on merchandising ideas used by feed dealers (describe methods; quote figures) 750 to 1000. David K. Steenbergh. 1c. Pub.

Feedstuffs, 118 S. Sixth St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Carroll K. Michener. 1/6c. Acc. (Over-stocked.)

Film Daily, 1650 Broadway, New York. (D) News of the industry. J. W. Alicote. Space rates.

Fishing Gazette, 461 8th Ave., New York. (M) Wholesale fish publication. James E. Munson. Indefinite rates. Pub.

Food Field Reporter, 330 W. 42d St., New York. News of activities of manufacturers of food and grocery products. Dan Rennick. 1c. Pub.

Ford Dealer and Service Field, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 1000; brief articles on fleet (any make of car) management and operation. H. James Larkin. 1c. Acc.

Furniture Age, 2225 Herndon St., Chicago. (Bi-M-\$1) Illustrated articles 500 to 1500 on assignment. J. A. Gary. 1c. photos \$2. Pub.

Furniture Manufacturer, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Manufacturer and factory superintendents' stories of all phases of factory production, cabinet room, machinery, finishing, 500 to 1500. Milton L. Samson. 1c. photos \$2 up. Pub.

Furniture Record and Journal, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Shorts on merchandising, advertising, of bedding and radios, electrical appliances, housewares, floor coverings departments of furniture stores, 200 to 600. Milton L. Samson. 6/10c. photos \$2 to \$5. Pub.

Gas Age Record, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c. Pub.

Giftwares & Decorative Furnishings, 250 5th Ave., New York. (M) Illustrated articles on operating gift art shops, 500 to 1200. Lucile O'Naughlin. 1c. photos \$2.50 to \$5. Pub.

Grocery Trade News, 79 Madison Ave., New York. (M) Tabloid newspaper of trade. Regular correspondents. Carl W. Dipman. Indefinite rates. Pub.

Heating, Piping and Air Conditioning, 1900 Prairie Ave., Chicago. (M-50) Articles on heating, piping and air conditioning for all larger structures, including hotels, apartments, hospitals, schools, stores, office buildings, industrial plants, mostly by engineers. C. E. Price. Good rates. Pub.

Hide and Leather, 300 W. Adams St., Chicago. (W-15) Technical tannery articles 1000 to 10,000. Watterson Stealey. 1c. Pub.

Home Ware (supplement to **Retail Ledger**), 1346 Chestnut St., Philadelphia. (M) Merchandising articles of interest to buyers and managers of home-ware departments of larger department and shopping-centre furnishing stores, "ghost-written" preferred, 600 to 1000. K. C. Clapp. Signed articles, 11/6c up; unsigned 1c; photos \$3 up. Acc.

Hotel Management, 222 E. 42d St., New York (M-25) Hotel financing, maintenance and operation articles, business-building ideas, 100 to 2500. J. S. Warren. 1c up. Acc.

Hotel Monthly, 950 Merchandise Mart, Chicago. News and features. Space rates. Pub.

Hotel World-Review, 222 E. 42d St., New York. (W-5) Query editor on hotel news and features. A. M. Adams. 1/2 to 1c. Acc.

House Furnishing Review, 1170 Broadway, New York. (M) News and features from housewares and electrical appliance departments. Julien Elfenbein. 1/6c. Pub.

Ice Cream Field, 461 8th Ave., New York. (M-25) Illustrated business-building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. 1/6c. up, photos 50c to \$1. Acc.

Ice Cream Review, 501-15 Cherry St., Milwaukee. (M-25) Not in the market. E. K. Slater.

Ice Cream Trade Journal, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of specific wholesale ice-cream companies 500 to 2000. Harry W. Huey. 1c. Pub.

Ice & Refrigeration, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news. J. F. Nickerson. Indefinite rates. Pub.

Industrial Finishing, 802 Wulsin Bldg., Indianapolis. (M-20) Articles of interest or value to users of finishing materials, equipment, supplies in factories, 100 to 1500. W. H. Rohr. 1/4 to 1c. Pub.

Industrial Retail Stores, Provident Bank Bldg., Cincinnati. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. 1/6c. Pub.

Industrial Woodworking, 802 Wulsin Bldg., Indianapolis. (M-10) Articles of interest or value to managers of woodworking departments or factories 100 to 1500. W. H. Rohr. 1/4 to 1c. Pub.

Inland Printer, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates. Pub.

International Blue Printer, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and construction engineering, 2000 or less. Glen Edwards. 1c. photos \$1. Pub.

Jewelers' Circular, 239 W. 39th St., New York. (M-25) Store-keeping, merchandising articles for retail jewelers, important news of jewelry trade. T. Edgar Willson. 1 to 2c. Pub.

Keystone, The, Mt. Airy P. O., Philadelphia. (M) Well-written articles on jewelry store management and merchandising 750 to 2000; news of jewelry trade. H. P. Bridge, Jr. 1 to 2c. news 30c inch up, photos \$1.50 to \$4. Pub.

Laundry Age, 1478 Broadway, New York. (M-25) Specific requirements on request. Correspondents. J. M. Thacker. Indefinite rates. Pub.

Laundryman's Guide, Reed Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundries, 750 to 1800, general news items 50 to 400. H. S. Hudson. 1/2 to 1c. photos 50c to \$1. Pub.

Linens & Domestics, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods and domestics, interior or window display photos. Julien Elfenbien. ¼c. photos \$1 to \$3, Pub.

Magazine of Light, The, Nela Park, Cleveland O. (Bi-M-20) Feature articles of unusual lighting installations, merchandising articles, 1000. J. L. Tugman. 1c. Acc.

Manufacturing Jeweler, The, 42 Weybosset St., Providence, R. I. (2M-10) Material staff-prepared or obtained through special arrangement. W. Louis Frost. ¼c. Pub.

Meat Merchandising, 105 S. 9th St., St. Louis. (M) Practical merchandising articles of trade. No grocery interviews. John L. Hoppe. ¼c. Acc.; 1c. Pub. (Overstocked.)

Men's Wear, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.

Merchandising Ice, 435 N. Waller Ave., Chicago. (M-25) Articles on sales plants, advertising displays and developments related to ice-using equipment. J. F. Nickerson. ½ to 1c. Pub.

Milk Dealer, The, 501-515 Cherry St., Milwaukee. (M-25) Not in the market. E. K. Slater. ¼c. Pub.

Mill & Factory, 205 E. 42d St., New York. (M-35) Write editor for detailed instructions to contributors. Hartley W. Barclay. 2 to 10c, usually Acc.

Millinery Trade Review, 1225 Broadway, New York. (M-50) Millinery trade miscellany. Charles Steinecke, Jr. ¼ to 1c, photos \$2, Pub.

Modern Brewery, 205 E. 42nd St., New York. (M-40) De luxe trade paper for brewers. Special articles on engineering, management and merchandising 1200; special assignments related to interviews. Hartley W. Barclay. 2c up, usually Acc.

Modern Packaging, 425 4th Ave., New York. (M-35) Illustrated articles on package production and merchandising, on assignment only. D. E. A. Charlton. 1 to 4c. Pub.

Modern Stationer, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.

Mortuary Management, 500 Sansome St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. ½ to 1c. Pub.

Motion Picture Herald, 1790 Broadway, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business. Terry Ramsaye. Indefinite rates, Pub.

Motor, 57th at 8th Ave., New York. (M) Articles of interest to new car dealers. Neal S. Adair. Good rates, Pub.

Motor Service, 549 W. Washington Blvd., Chicago. (M) Garage technical and management articles. A. H. Packer. Good rates, Acc.

Motor Freight, 431 S. Dearborn St., Chicago. (Bi-M) News and features on motor truck organizations and maintenance. R. S. Torgerson. 1c. Pub.

Music Trades, 113 W. 57th St., New York. (M) News and features of the trade. H. P. Knowles. Low rates, Pub.

Music Trade News, 1697 Broadway, New York. (M-20) Illustrated articles on retailing sheet music, band instruments. Albert R. Kates. ¼c up, Pub.

National Bottlers' Gazette, 80 Broadway, New York. (M-50) Features of interest to the soft-drink and beer bottling trades. W. B. Keller, Jr. \$7.50 page, Pub.

National Butter and Cheese Journal, 5th and Cherry Sts., Milwaukee. (2M) Not in the market. E. K. Slater.

National Corbinator & Bottler, Reed Bldg., Atlanta, Ga. (M-10) Illustrated articles on business-building methods for bottled soft drink plants, in actual use, 750 to 2000; news items 50 to 100. ¼ to 1c, photos 50c to \$1, Pub.

National Cleaner & Dyer, 305 E. 45th St., New York. (M-25) Success stories, technical salesmanship articles. Roy Denney. Fair rates, Pub. (Overstocked.)

National Clothier, Merchandise Mart, Chicago. (M) Short merchandising ideas, occasional features. Allen Sinsheimer. ¼c. Pub.

National Jeweler, 536 S. Clark St., Chicago. (M-25) Limited market for illustrated articles on merchandising subjects 250 to 500. Francis R. Bentley. ¼ to 1c. Acc.

Northwestern Confectioner, 707 N. Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. Fair rates, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Technical articles on flour milling industry, emphasis on merchandising. Query first. Carroll K. Michener. Mng. Ed. ¼c. Pub.

Office Appliances, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. Evan Johnson. 30c inch, Pub.

Optometric Weekly, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.

Pacific Bottler, 853 Howard St., San Francisco. (M) News and features of Western bottlers with photos. Clyde Lighbody. 1c. Pub.

Pacific Drug Review, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

Packing & Shipping, 30 Church St., New York. (M-25) Items of interest to transportation, railway, motor trucking, warehouse companies, on packing, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. ½ to 1c, photos 50c to \$1, Pub.

Paper Selling, 1911 Conway Bldg., Chicago. (M-10) Creative, aggressive paper and paper-products salesmanship articles up to 1200. Frank C. Petrine. ¼c up, Acc.

Petroleum Age and Service Station Merchandising, 500 N. Dearborn St., Chicago. (M) Articles on merchandising and distribution of petroleum products and automobile accessories, details of successful marketing businesses. Indefinite rates, Pub.

Petroleum Marketer, The, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M-20) Illustrated merchandising articles on picture shops. C. Larkin. About ¼c. Pub.

Plastic Products, 25 Spruce St., New York. (M) Articles on plastic materials, lacquers, artificial leather, etc. Indefinite rates, Pub.

Plumbing & Heating Trade Journal, 515 Madison Ave., New York. (M-20) Articles covering special merchandising activities of successful plumbing and heating contractors, 1000. J. F. Koellisch. Good rates, Pub.

Power, 330 W. 42d St., New York. (M-35) Technical articles on power generation up to 1500, by engineers or power executives. \$10 to \$12 page, 1200 words, Pub.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use 500 to 1500. Arthur L. Rice. 6/10c, Pub.

Printing, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1500, trade news of employing printers in plants. Charles C. Walden, Jr.; Ernest F. Trotter, Mng. Ed. 30c inch, photos ¼ space rates, Pub.

Progressive Grocer, 79 Madison Ave., New York. (M-20) Illustrated idea articles 100 to 200, grocery trade articles 1200 to 1500, photos. Ralph F. Linder. 1 to 2c, Acc.

Publishers' Weekly, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the booktrade, 1500 to 2000. Frederic G. Melcher. 1c. Pub.

Radio Merchant, 420 Lexington Ave., New York. Features on merchandising of radios by radio and music dealers 1000. V. E. Moynahan. 1c, photos \$2, Pub.

Railway Mechanical Engineer, 30 Church St., New York. (M) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

Refrigerated Food News, 550 Maccahees Bldg., Detroit. (M-10) Articles on application of refrigeration to foods; technical articles on behaviour of specific foods under refrigeration; news; live human-interest photos of food retailing and servicing subjects. Geo. F. Taubeneck. 1c. Pub.

Refrigerating World, 330 W. 42d St., New York. (M-20) Articles on ice manufacturing and merchandising, cold storage, air-conditioning systems, technical and practical articles on refrigeration problems. Wm. H. Rose. 20c inch, Pub.

Refrigeration, 711 Glenn St., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigeration. Hal Reynolds. \$4 column, Pub.

Restaurant Management, 222 E. 42d St., New York. (M) Articles, 1000 to 1500, telling how leading operators are increasing profits. Ray Fling. 1½ to 5c, Acc.

Retail Bookseller, 55 5th Ave., New York. (2M-10) Articles of practical interest to booksellers and rental library proprietors, 1500 to 2500. Francis Ludlow. 1c. Acc.

Retail Furniture Selling, 222 N. Bank Drive, Chicago. (M-15) Short fact items on furniture merchandising; feature articles usually only on assignment. K. A. Ford. 1c, ads 50c, photos \$2 plus photographer's bill on ordered photos, Pub.

Retail Ledger, 1346 Chestnut St., Philadelphia. (M-25) Articles on various phases of retail management—advertising, merchandise management, store operation, delivery, credits, salesmanship, etc., 800 to 1000. Special attention to home furnishings. John Guernsey. 1 to 1½c, photos \$3, Acc.

Retail Tobacconist, 117 W. 61st St., New York. (2M-15) Articles on business methods of successful tobacconists 500 to 1500. H. P. Patrey. ¼c. Pub.

Rock Products, 330 S. Wells St., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.

Seed World, 325 W. Huron St., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. ¼c. Pub.

Shoe Factory, 300 W. Adams St., Chicago. (M-15) Technical articles on shoe manufacturing; news items of factories. ¼c. Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 250 to 1500, verse on shoe repairing 1 to 4 stanzas, fact items, fillers 50 to 100, jokes. A. V. Fingulin. ¼ to 1½c. Pub.

Soda Fountain, The, Graybar Bldg., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches. John R. Ward. 1c. Pub. (Overstocked.)

Southern Funeral Director, 711 Glenn St., Atlanta, Ga. (M-25) Articles of interest to southern morticians. Hal Reynolds. \$8 page, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (M-15) Illustrated articles on management and merchandising methods in southern hardware stores. 1c up, Pub.

Southwestern Bottler, 401 Milam Bldg., San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana, and Arkansas. Ruel McDaniel. ¼c up, Pub.

Spice Mill, The, 106 Water St., New York. (M-35) News and articles on tea, coffee, condiments and flavorings. Limited market for brief articles. C. S. Sewell. ¼ to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated reviews on merchandising, store arrangement, news. C. T. Felker. ¼c up, Pub.

Sporting Goods Journal, 139 N. Clark St., Chicago. (M) Specific feature articles describing successful cost-reducing programs; photos. Ames A. Castle. ¼c up, Pub.

Starchroom Laundry Journal, 415 Commercial Sq., Cincinnati. (M-25) Feature articles on laundry business, 1000. J. N. Wheeler. ¼ to 1c, Pub.

Steward, The, 131 W. 41st St., New York. (M-20) Articles on food, with recipes, written for hotel, club, restaurant stewards and chefs. Nat. T. Worley. Indefinite rates, Acc.

Styles and Selling, 310 Sansome St., San Francisco. (M) Style information and definite selling ideas used successfully by Western stores. D. L. Newman. 20c inch, photos \$2, Pub.

Syndicate Store Merchandiser, 951 Broad St., Newark, N. J. (M-20) Illustrated articles on 5, 10 and \$1 chain store merchandising displays up to 1000. Beverland M. Ramsey. 1c up, Pub.

Tires Magazine, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire retailers and service station operators 1500 to 2000. Jerome T. Shaw. ¼ to 1c, news items 25c inch, fillers ¼c, photos \$2, Pub.

Toilet Requisites, 30 Rockefeller Plaza, New York. (M-35) Verified interviews with drug or department store buyers or higher executives concerning toiletries retailing in cities 25,000 or over. Photos. No general stories. Keep under 1200. S. G. Swift. 1c, Acc.

Trunks & Leather Goods—Handbag Modes, 255 5th Ave., New York. (M) Successful merchandising plans of trunk and leather goods dealers, department stores, ladies' handbag departments, also ladies' gloves, belts and costume jewelry accessories. Unusual window displays and interior department layouts. Cyril Reinstatler. 1c up, Pub.

Voluntary Chain, The, 114 E. 32d St., New York (M) Constructive articles for heads of voluntary organizations 1000 to 2000. 1c, photos \$2, Pub.

Western Confectioner and Ice Cream News, 853 Howard St., San Francisco. (M-35) News and features of western candy, ice-cream, fountain trade. Russell B. Tripp. Fair rates, Pub. (Overstocked.)

Western Furniture Retailing, 180 New Montgomery St., San Francisco. (M) News and features of the trade. Norris E. James. 1c, Pub. (Overstocked.)

Western Hotel Reporter, 681 Market St., San Francisco. (W-15) Illustrated articles of interest to hotel and restaurant men 1500. Jay G. Hilliard. 20c inch, Pub.

Western Machinery and Steel, 500 Sansome St., San Francisco. (M) Regular correspondents. Query editor on features, indefinite rates, Pub.

Western Plumbing & Heating Journal, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. 1c, Pub.

Wholesale Druggist, 330 W. 42d St., New York (M) Concrete drug business articles concerning bona fide wholesale druggists. Jerry McQuade. 1c up, Pub.

Wood Construction, Xenia, O. (2M-15) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art, Pub.

LIST D

Juvenile and Young People's Publications

Ambassador, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 2000 to 3000. Travel, biographical, practical articles 2000 with illustrations; verse. Noble Van Ness; Novella Dillard Preston. ¼c, poems \$1 to \$2.50, Acc.

American Boy, The, 550 Lafayette Blvd., Detroit, Mich. (M-20) Out of market till October, 1933. George F. Pierrot.

American Girl, 670 Lexington Ave., New York. (M-15) Ages 12 to 17. Girl Scouts publication. Action short-stories 3500 to 4500; articles by arrangement. Miss Margaret Mochrie. 1c up, Acc.

American Newspaper Boy, 15 W. Fifth St., Winston-Salem, N. C. (M) Short-stories of adventure, inspiration, modern newspaper carrier boy heroes, 2000; no sob stuff. Bradley Welfare. \$10 each, Acc.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Short-stories 2000, serials, articles, Miscellany. 1/3c up, Acc.

Boys and Girls, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls up to 12. Short-stories 600 to 1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. W. B. Ferguson. ¼c, Acc.

Boys' and Girls' Comrade, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Educational articles 500 to 1500; stories of character building or religious value 1000 to 2000; serials 5 to 15 characters; verse 2 to 6 stanzas. L. Helen Percy. \$2 to \$2.50, photos 25c to \$1, Pub.

Boys' Companion, Evangelical Synod, 1724 Chouteau Ave., St. Louis, Mo. (W) Boys 9 to 15. Wholesome short-stories 1500 to 2500; serials 6 to 8 chapters; nature, scientific, history articles 1000 to 2000; essays 500 to 1000; editorials 600 to 1000; verse 8 to 16 lines; fact items, fillers 25 to 300. F. E. McQueen; Marie Rose Remmel associate. About ¼c, verse 5c line, Acc.

Boys' Comrade, Christian Bd. of Pub., 2712 Pine St., St. Louis. (W) Ages 13 to 17. Short-stories 2000; serials; illustrated articles 100 to 1500; verse; miscellany. Glenn McRae. \$3 to \$4 per M., Pub.

Boys' Life, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement, short-stories, preferably 2000 to 3000; serials up to 30,000; articles up to 2000. James E. West. 2c up, Acc. (Overstocked.)

Boys' World, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2500; serials 4 to 6 chapters. 2200 each; scientific, success articles up to 300; occupation articles 150 to 500; successful boys, curiosity, scientific news items; miscellany. Fiction 1c up; articles, fillers ¼c up, Acc.

Catholic Boy, The, Midway Brokerage Bldg., St. Paul, Minn. (M) Boys, 11 to 18. Wholesome action short-stories, 2000 to 2500; serials. J. S. Gibbons. Varying rates, Pub.

Challenge, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500 to 2500; serials 2 to 12 chapters 2000 each; descriptive, biographical, travel articles up to 2000; verse. Hight C. Moore. ¼c, verse \$1 to \$2.50, Acc.

Children's Comrade, Evangelical Synod, 1724 Chouteau Ave., St. Louis, Mo. (W) Children under 9. Religious, moral short-stories up to 700; verse up to 12 lines; photos and illustrations. Rose M. Kinker. About ¼c, verse 5c line, Acc.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-25) Ages 2 to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. ½ to 1c, Pub. (Overstocked.)

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers; nature, fact, how-to-make-it articles 300 to 1000; bible puzzles. Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Acc.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500 to 3500; serials 30,000 to 40,000; illustrated articles 1000 to 2500; fact items 200 to 1000; verse. A. D. Moore. Fillers ¼c up, fiction 1c up, verse \$5 to \$1, Acc.

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 900 to 1000; short articles, editorials 250 to 300; verse up to 12 lines. Fiction 1c up; articles, fillers ¼c up, Acc.

Epworth Herald, 740 Rush St., Chicago. (W-5) Articles on youth's activities 1000 to 1200; religious essays 200 to 300; short-stories 1000 to 1500; serials 20,000 to 30,000; nature, religious verse up to 20 lines. W. E. J. Graiz. ¼c, verse 13c line, photos \$3 to \$5, Pub.

Epworth Highroad, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 8 chapters; illustrated articles 1000 to 1800; short poems. R. L. Hunt; Miss Rowena Ferguson. ¼c to 1c, verse 25c line, Acc.

Everygirls, Lyons at Ottawa, Grand Rapids, Mich. (M-15) For Camp Fire girls. Not buying at present. Marta K. Sirouen.

Forward, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Boys and girls, 18 to 23 years. Short-stories 3000; serials not over 8 chapters of 3000 each; illustrated articles 700 to 1000; fillers 150 to 400. John T. Faris. Up to ¼c, Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2, Acc.

Front Rank, The, Christian Bd. of Pub., 2710 Pine St., St. Louis, Mo. (W) Young people, teen ages. Moral short-stories 2000 to 2500; serials 20,000 to 25,000; verse; miscellany, \$3 to \$4 per M., Pub.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Out-of-door short-stories 1800 to 2000; serials; miscellany. 1/3c up, Acc.

Girls' Circle, Christian Bd. of Pub., 2712 Pine St. St. Louis. (W) Girls 13 to 17. Short-stories 2500; serials 9 to 10 chapters; articles 100 to 2000; poems up to 20 lines. Frances Woolery. \$3 to \$4 per M., Pub.

Girls Companion, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000 to 2500; serials 2 to 6 chapters 2200 each; illustrated occupation articles 150 to 1000. Fiction 1c up; articles, fillers ¼c up, verse 10c line, photos \$1 to \$3, Acc.

Girls' Friend, Evangelical Synod, 1724 Chouteau Ave., St. Louis, Mo. (W) Girls 9 to 15. Wholesome short-stories 1500 to 2500; serials 6 to 8 chapters; nature, how-to-make, history, scientific articles 1000 to 2000; essays 500 to 1000; editorials 600 to 1000; verse 8 to 16 lines; fact items, fillers 25 to 300. F. E. McQueen; Marie Rose Remmel associate. About ¼c, verse 5c line, Acc.

Girls' World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W) Ages 13 to 16. Wholesale action short-stories, 2500; serials of 2500-word chapters; informative articles 200 to 800; photos. Owen C. Brown. \$4.50 to \$5 per M., Acc.

Haversack, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys 12 to 17. Short-stories 2000 to 3500; serials 4 to 10 chapters; miscellany. ¼c up, Acc.

Junior Christian Endeavor World, 41 Mt. Vernon St., Boston. (M-5) Short-stories 1500; serials 6 to 8 chapters, 1500 each; items on current events, history, travel, Bible, children's organizations, etc., 100 to 500; illustrations. Stanley B. Vandersall. ¼c, Acc.

Junior Home for Parent and Child, 1018 S. Wabash Ave., Chicago. (M-25) Juvenile short-stories, "how-to-make" articles up to 1500; miscellany. Bertha M. Hamilton. 1c, Pub. (Slow.)

Junior Joy, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12. Short-stories 2500; serials; handicraft articles. Mabel Hanson. ¼c, Acc.

Junior Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 8 to 12. Short-stories, serials, verse. 1/3c, Acc.

Junior World, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories 500 to 3000; serials 8 to 12 chapters; poems up to 16 lines; informative articles 200 to 600. Hazel A. Lewis. \$3 to \$4 per M., Acc.

Junior World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia (W-8) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Owen C. Brown. \$5 per M., Pub.

Little Folks, The, Augustana Book Concern, Rock Island, Ill. (W) Religious material, children 5 to 8. Mrs. Edith Cling Palm, Hector, Minn. Low rates, Pub.

Lutheran Boys and Girls, Lutheran Pub. House, 1228 Spruce St., Philadelphia (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

Lutheran Young Folks, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Boys and girls over 14. Illustrated descriptive articles; short-stories 3000 to 3500; serials 6 to 12 chapters. Fair rates, Acc.

Mayflower, The, (Pilgrim Press), 14 Beacon St., Boston. (W) Children under 9. Short-stories 300 to 700; verse. Fair rates, Acc.

Olive Leaf, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, 8 to 12. Religious stories 500; verse 8 to 12 lines. Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. $\frac{3}{4}$ to $\frac{1}{2}$ c, Pub.

Onward, 8 N. 6th St., Richmond, Va. (W-3) Young people. Character building short-stories, serials, short articles, editorials, verse. Miss Clarabel Williams. \$3 to \$5 per M., Acc.

Open Road for Boys, 130 Newbury St., Boston. (M-10) Boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500; serials up to 40,000; articles 1000 to 1500. Clayton H. Ernst. Up to 1c, Acc. and Pub.

Our Little Folks, United Brethren Pub. House, Dayton, O. (W) Children 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to $\frac{1}{2}$ c, Acc.

Picture Story Paper, Methodist Book Concern, 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 300 to 800, verse. $\frac{3}{4}$ to 1c, Acc.

Picture World, Am. Sunday School Union, 1816 Chestnut St., Philadelphia (W) Children under 12. Short-stories 400 to 900, verse. \$5 per M., verse 50c stanza, Acc.

Pioneer, The, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 12 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters 2500 each; illustrated articles 800 to 1000. John T. Faris. Up to $\frac{1}{2}$ c, photos 50c up, Acc.

Play Mate, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls about 12. Mystery, adventure, short-stories 1000 to 2500; serials by arrangement; few fairy tales; humorous or imaginative verse. Esther Cooper. 1 to 3c, verse 25c line, Acc.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Wholesome action short-stories 1500 to 3000; serials 20,000 to 25,000; vocational, project articles on assignment only; editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, Acc.

Queen's Gardens, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters, 2500 each; illustrated travel, nature, biography, history, handiwork articles 800 to 1000, also 300 to 500; verse. John T. Faris. Up to $\frac{1}{2}$ c, Acc.

Sentinel, The, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories; biographical, historical, scientific, discovery articles with illustrations 500 to 1000. Novella Dillard Preston; Noble Van Ness. $\frac{1}{2}$ to $\frac{1}{4}$ c, Acc.

Shining Light, Gospel Trumpet Co., 5th and Trumpet Sts., Anderson, Ind. (W-5) Children 5 to 9. Moral, character-building, religious short-stories 500 to 1000; nature, religious verse; photos of nature, children. L. Helen Percy. \$2 to \$2.50 M., Pub.

St. Nicholas, 580 5th Ave., New York. (M-25) Boys and girls, 8 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse. Vertie A. Coyne. 1c up, verse 25c line, Acc.

Stories, Presbyterian Bd. of Pub., 420 Witherspoon Bldg., Philadelphia. (W) Primary children. Character-building short-stories 500 to 800. Up to $\frac{1}{2}$ c, verse 5 to 15c line, Acc.

Storyland, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000; poems 4 to 12 lines; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M., Pub.

Storytime, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 200 to 600; articles 100 to 300. Overstocked with verse. Agnes Kennedy Holmes. $\frac{1}{2}$ c, Acc.

Story World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W) For very little children. Short-stories 300 to 600; verse. $\frac{1}{2}$ c, Acc.

Sunshine for Little People, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Not in market.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500 to 3000; serials of character development 20,000 to 30,000; articles with photos 1200 to 1800; editorials 300 to 700; verse 8 to 20 lines; fact items, fillers, 200 to 500. Alfred D. Moore. $\frac{1}{4}$ to $\frac{1}{2}$ c, verse \$2.50 up, Acc.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 12 to 17. Short-stories 2500 to 3500; serials 2 to 10 chapters; articles 1000 to 2000; verse. Rowena Ferguson. $\frac{1}{2}$ c up, Acc.

Watchword, The, United Brethren Pub. House, Dayton, O. (W) Short-stories 1500 to 3000; serials for young people; miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Character-building short-stories, poems; animal stories, no killing; interesting things to do. Jane Palmer. Up to $\frac{1}{2}$ c, prose 25c line, Acc. (Overstocked.)

What To Do, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 4 chapters 2500 each; informative articles 1200 to 1500; editorials up to 800. Helen Miller Stanley. Fiction 1c, articles, fillers $\frac{1}{2}$ c, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) Children's paper of W. C. T. U. Temperance, health, character-building articles and short-stories up to 1500. Katharine P. Crane. Moderate rates, Pub. Verse, no payment.

Young Israel, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200 to 2000; verse. Elsa Wehl. Under 1c, verse \$5, Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) 17 years up. Character-building short-stories 2500; serials of ten 2500-word chapters; illustrated articles up to 2000; miscellany. Owen C. Brown. About $\frac{1}{2}$ c, poems \$1 up, photos 25c up, Acc.

Young People, The, Augustana Book Concern, Rock Island, Ill. (W) Articles and stories, Christian ideals for children 11 to 16. Dr. Geo. A. Fahland, 205 Lafayette Ave., N. E., Grand Rapids, Mich. Low rates, Acc.

Young People's Friend, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Educational articles 1000 to 1500; short-stories 1200 to 2500; serials 5 to 15 chapters; verse 3 to 8 stanzas. L. Helen Percy. \$2 to \$3 per M., verse 5c line, Pub.

Young People's Paper, 1816 Chestnut St., Philadelphia. (W) Late teen ages. Feature and inspirational articles under 1500; short-stories up to 3000; serials 13,000. \$4 to \$5 per M., Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 17 to 25. Short-stories 2500; serials 4 to 6 chapters of 2500-illustrated articles on curiosities, science; success stories; miscellany. Helen Miller Stanley. Fiction 1c, articles $\frac{1}{2}$ c, photos \$1 to \$3, Acc.

Youth, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) For youthful persons of all ages. Solution of problems from standpoint of Christ teachings. Short-stories 1500 to 3500; articles 500 to 1500; poetry 4 to 16 lines. Ernest C. Wilson. 1c up, verse 25c line up, Acc. (Overstocked.)

Youth's Comrade, The, Nazarene Pub. House, 2923 Troost Ave., Kansas City. (W-5) Boys and girls, high-school ages. Short-stories 3000; serials; articles. Mabel Hanson. $\frac{1}{4}$ c Acc. in market August 1.

Youth's World, Am. Baptist Pub. Co., 1703 Chestnut St., Philadelphia. (W-5) Boys, teen ages. Short-stories 2500; serials 2500 each chapter; articles; editorials; handicraft; fact items; photos. Owen C. Brown. Up to $\frac{1}{2}$ c, Acc.

A NOTE

.. By LANE REED

TAKE notes, O careless observer,
Cherish the passing thought—
Lest thy ecstatic fervor
Come to naught!

A thought is like a maiden—
Present, the dearest met;
Gone, she is lost and laden
With vain regret.

The writer who survives for us long after the machinery has worn out is the one who writes to please himself rather than to please others.

—EDGAR ALLEN POE.

Writing is painting invisible words, giving substance and color to immaterial thoughts, enabling the dumb to talk to the deaf.

—CHATFIELD.

And, after all, it is style alone by which posterity will judge a great work, for an author can have nothing truly his own but his style.

—ISAAC DISRAELI.

Every author, in some degree, portrays himself in his works, even if it be against his will.

—GOETHE.

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THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

Nickel Publications, Inc., 537 S. Dearborn St., Chicago, announce that Samuel Bierman is no longer connected with the organization. The new editor is Ralph Daigh, recently with Dell Publications. Mr. Daigh writes: "We are launching two new magazines, but are not yet ready to release the titles. One will be a new pulp-paper love magazine. We are especially anxious to get good novelettes of 10,000 to 12,000 words. Short-stories are wanted at 6000 words or less. We want the highly emotional 'problem' love story. Stories must be clean and dramatic, plots need not be complex. However, we will appreciate freshness and novelty if the romantic elements are there. The love romance theme will be the prime factor in every story. However, we will use some adventure and mystery material, being especially anxious to get this type for the longer stories. We do not want first-person stories except for an occasional short. Complete, colorful description of love scenes, with the good old happy ending, will help bring checks. Our desire is to sweep the reader into the story from the first paragraph by graphic presentation of an interesting situation or love problem. We want highly emotional and melodramatic writing. Payment is at 1 cent a word on publication. . . . *Nickel Detective* (present title of the magazine) jumps to more than twice its present size with the midsummer issue. The price jumps, too. The files are empty of acceptable material. We do not want purely deductive yarns unless they are very short (less than 3000 words) and with a startling, unusual angle. Neither do we care for the 'in-the-grove' gang story, though stories with gangdom as a background are not barred. The book goes into its new size as an action magazine. That does not mean that we are set against the 'thinking hero' or color. We want fast-thinking, hard-hitting heroes, well characterized. But the story must move, and there must be a story. We like them fairly complex. Payment is at 1 cent a word on publication."

Black Book is the title of the new gangster and underworld magazine announced in April by Newsstand Publications, Inc., 53 Park Place, New York, edited by Martin Goodman, a companion to *Western Supernovel*. It uses short-stories of 3000 to 6000 words and a book-length novel of 40,000 to 50,000 words. Payment for material is at from 1 to 1½ cents a word on acceptance.

A call for manuscripts for a new love-story pulp magazine has been received from Miss Mary Gnaedinger, 53 Park Place, New York. This is to be a third in the group published by Newsstand Publications. "A minimum of ½ cent a word will be paid on acceptance. The magazine will use one complete novelette of 20,000 words in each issue, and shorts from 8000 to 12,000 words. Stories are to be about a lovely city type of girl who finds love through adventure or otherwise. She must be very sweet and charming."

Fawcett Publications, 529 S. 7th St., Minneapolis, announce the resignation of Jack Smalley as managing editor. He has been succeeded by Douglas Lurton.

Babies—Just Babies, 1926 Broadway, New York, Macfadden publication edited by Mrs. Franklin D. Roosevelt, will be discontinued with the June issue.

Western Romances, 100 Fifth Ave., New York, is being revived by Dell Publications as a monthly edited by Carson W. Mowre, who writes: "At present there is no material on hand. Lengths will be the same as in the other Dell pulps: 10,000 and 15,000 words for novelettes, 5000 and less for the shorts. Stories should be definitely slanted for this magazine. Its locale will embrace the Western scene of the glamorous, pioneering period, and thus include ranching and mining. Stories of the North woods or modern West, with dude ranches and airplanes, are not accepted. The stories will be essentially clean and romantic, reflecting the color and romance of brawny men and strong but lovable women. Good characterization, plausible dramatic action, and authentic Western background are sought. While the stories fall under the 'action' head, they are not the blood-and-thunder type. Rather, they are 'conflict' tales with the girl experiencing adventures side by side with the hero. The girl's part in the story is as strong as the man's; usually their problems are the same and both work toward the solution. The policy is to keep the romance and action evenly balanced. The simpering, gushy type of fiction is not wanted, and sex will not be the kind that rears an ugly head. None of the material will be of the betrayed-girl type. The magazine is on the lookout for the 'different' story when it does not overstep the taboos outlined above. A small amount of fact material with woman interest will be used. Some romantic Western verse is wanted. Good rates will be paid on acceptance."

Honeymoon Tales, 7 W. 22nd St., New York, is a new magazine announced by the New Idea Publishing Co. Patricia Rogers, editor, writes: "We are in the market for short, snappy stories from 2000 to 3000 words in length, honeymoon stories preferred. Rates are ½ cent a word, payable on publication."

Your Magazine, RKO Bldg., New York, is a new monthly magazine for the whole family. Jonathan Edwards, fiction editor, writes: "We want short-stories of from 2000 to 4000 words by authors who have sold to other women's magazines. Let's have stories of the city and the country, stories of love and romance, mystery and adventure—but not wild and woolly or simpering. *Your Magazine* can use a wide variety, from the lightly told, poignant heart-throbs of Fanny Heaslip Lea to the rollicking humor of Nunnally Johnson. The good business story is welcome, something along the line of Clarence Budington Kelland, if possible, but sex is out. However, we'd like to see a touch of love in every story—a genuine, intense feeling. Novelettes up to 15,000 words and serials up to 30,000 will be used, also articles of woman interest up to 1500 words. Payment will be made on acceptance at about 1 cent a word and up to, recognized authors. The newcomer is welcome, but we will follow the *Argosy* plan in paying for manuscripts from unknown authors; their checks will be held up until a few weeks after publication."

Great Detective, 80 Lafayette St., New York, is now using exclusively reprint material, but is reported to contemplate using original material by top-notch writers in the near future, paying ½ cent a word. It is advisable to query the editor, William Levine, before submitting any manuscripts.

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The situation with respect to the Clayton Publishing Company, 155 E. 44th St., New York, remains practically unchanged since the report in our May issue. Creditors' meetings have been held with a view to avoiding bankruptcy through a reorganization, but an agreement has not yet been reached. Two of the largest creditors, Perkins Goodwin & Co., and the Charles Schweinler Press, it is understood, have offered to invest sufficient new capital to carry on the business, issuing preferred stock to the creditors, including authors who hold some \$70,000 in Clayton notes. A third large creditor, the Cuneo Press, has opposed the plan to date. *Ace High* and *Bunk* will be discontinued, in addition to those announced last month. *Ranch Romances* and *Five Novels Monthly* will be continued for the present, but authors are advised to write to the editors before submitting manuscripts.

Gun Law, Room 722 Longacre Bldg., Times Square, New York, is a new adventure pulp-paper magazine now under preparation. Details of its requirements, rates, and method of payment have not yet been received.

Tiny-Tot Time, 624 S. Michigan Ave., Chicago, is a new publication for mothers. It is stated that all editorial material will be in the form of "baby talking for himself."

The Phantom Detective, 570 7th Ave., New York, one of the Standard Magazines, Inc., group, which includes *Thrilling Adventures*, *Thrilling Detective*, and *Thrilling Love*, is in the market only for short-stories from 1000 to 4000 words. Hard-boiled gangster and racketeer stories fit here, but from the law-and-order angle only, with plenty of action. Rates for this and the other magazines of the group are 1/2 cent a word and up, on acceptance.

Folios, 264 S. 16th St., Philadelphia, is in the market for illustrative material of all kinds, for a catalog of an exclusive mail-order house. A letter from Paul Baronoff, of the company, states: "Artists and photographers are invited to send us samples of their work. Backgrounds, borders, line-drawings, column-ends, fashion designs, general decorative matter in black and white and water color, photographs and sketches of furniture and of intimate situations in the lives of young people—everything that would go into the catalogue of a high-class specialty shop—will be purchased by private contract. Rates will be fairly high, and payment made immediately upon acceptance. The modern spirit interests us, the 'snooty' and suave-mannered, the rich and careless. We hope to hear shortly from all enterprising free-lances."

Detective, 7 W. 22nd St., New York, new detective monthly announced last month, will pay from 1/2 cent a word up, on publication, according to J. J. Harvey, editor. It expects later to be able to pay on acceptance.

There is a possibility that Fiction House will resume publication of some of the magazines discontinued last year, if conditions improve. The former offices of the company are still maintained, with John F. Byrne, former editor, in charge.

Black Mask, 578 Madison Ave., New York, is eagerly searching for new authors who show promise, according to a correspondent who interviewed Joseph T. Shaw, editor. Every effort will be made to develop promising newcomers.

The Bronzeman, 418 E. 47th St., Chicago, a monthly edited by Caswell W. Crews, offers a market for short-stories of 2500 to 3000 words, taking all kinds except those dealing with illicit love, or dialect unless cleverly done; articles of 1200 to 1500 words, and verse of 16 to 20 lines. Payment ranges from \$8 to \$15 per story, following publication.

Common Sense, 155 E. 44th St., New York, now reports that its rate of payment is 1 cent a word, on publication. It uses factual-economic and political articles with social implications, up to 3000 words.

The American Scholar, 145 W. 55th St., New York, is the quarterly publication of the Phi Beta Kappa honorary scholastic fraternity, edited by Wm. A. Shimer. A letter from Angela Melville, associate, states: "We want articles of a literary, vigorous, non-academic style and non-technical presentation; essays and articles from the fields of science, politics, economics, the humanities, international relations, and education, 2000 to 3000 words in length. We stress content, style, and compactness rather than an arbitrary word limit. All material must meet the approval of two members of our editorial board. We do not use photographs. Occasionally we use an outstandingly fine long poem; no lyrics. We report within a month and pay from \$5 to \$50 an article on publication."

The Presbyterian Board of Christian Education, 420 Witherspoon Bldg., Philadelphia, announces that a cut in word rates for acceptable material has been made, corresponding to salary cuts. It is hoped that the cut will be temporary. Magazines of this group are *The Pioneer*, *Queen's Gardens*, *Forward*, and *Stories*. Just what the new rates are is not stated, but they will evidently be less than 1/2 cent a word.

The Greenwich Villager, 15 E. Ninth St., New York, is announced as a new magazine to be published twice monthly and edited by Edison Smith, son of Richard R. Smith of the publishing firm of Ray Long and Richard R. Smith. Writers and artists who are or have been Greenwich Villagers are eligible to contribute. Payment for material will be made.

Newly launched experimental literary magazines are *Windsor Quarterly*, Hartland Four Corners, Vt., and *The New Talent*, 321 W. 44th St., New York, the latter edited by E. G. Arnold.

A petition in bankruptcy has been filed against the publishing firm of Ray Long and Richard R. Smith, 12 E. 41st St., New York. *The American Spectator*, published at the same address, is an independent firm and is in no way involved.

Liveright, Inc., 31 W. 47th St., New York, has been thrown into bankruptcy through an involuntary petition filed by creditors. Although his name has been used, it is stated that Horace Liveright has not been connected with this publishing firm since 1930.

Story, 20 E. 57th St., New York, which recently moved to America, will make some payment for accepted material, writes Whit Burnett, editor, with Martha Foley. "The pay is rather more nominal than substantial, however." It is stated that over 6000 manuscripts have been submitted to the magazine since its arrival from the Island of Majorca. The effort is to select stories which may be regarded as significant contributions to the short-story as literature.

Junior Joys, 2934 Troost Ave., Kansas City, Mo., a publication of the Nazarene Publishing House, edited by Mabel Hanson, is in the market for serials and short-stories of about 2500 words for boys and girls, ages 9 to 12, and handicraft articles. *The Youth's Comrade* of the same group will be in the market August 1st for short-stories of about 3000 words, serials, and articles for young people. Payment is on acceptance at 1/4 cent a word. *Sunshine for Little People*, the little folks magazine of the group, is not in the market, receiving all that it requires from a group of regular writers.

Paris Nights, and *Gaiety*, 1008 W. York St., Philadelphia, are out of the market at present.

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The Classmate, 420 Plum St., Cincinnati, Ohio, is being regularly published as a juvenile for the older ages. Manuscripts were returned by the post office as unclaimed through some error. Apparently they were refused because of insufficient postage and the post office used a misleading stamp in sending them back to the authors.

Short Stories, Garden City, New York, is now using mystery as well as general adventure short-stories, novelettes, and serials. At present it is pretty well overstocked.

The Anchor Magazine, 4414 64th St., Glendale, New York, has been discontinued, with the possibility that it may resume publication in October. Accepted material not paid for is being returned, writes John L. Scherer.

Universal Poetry Magazine, 314 Gideon St., Philadelphia, is a monthly using verse of all kinds, preferably with an appeal to the man in the street. At present, payment is only in prizes. The editors are Leo Konopka and James Bolger.

College Humor and Sense is the title of *College Humor* under its new ownership at 1301 Paramount Bldg., New York. It is now edited by Robert W. Mickam and has reduced its rate of payment to "fair rates" on acceptance.

Young People's Paper and *Picture World*, 1816 Chestnut St., Philadelphia, issued by the American Sunday School Union, require that everything purchased must be aimed at the religious life of the reader. *Picture World* addresses readers from 3 to 12 years of age, and *Young People's Paper* teen-age and adult readers. Payment is at 1/2 cent a word, except that a flat rate of \$10 per story is paid by *Young People's Paper*.

Shadoplay, 221 W. 57th St., New York, edited by William T. Walsh, is in the market only for articles on motion pictures, ranging from 1000 to 2000 words in length. Payment is on acceptance at indeterminate rates.

Western Story Magazine, 79 7th Ave., New York, asks authors to write to the editor before submitting serials.

The Bandwagon, Key Bldg., Oklahoma City, Okla., writes that it pays ten days after publication for sophisticated sketches, verse and cartoons. Rates are 1/4 cent a word; poems, \$2 up; cartoons \$1.50 to \$5.

Marine Journal, 5 Beekman St., New York, is not at present in the market for material.

Ropeco Magazine, published by Rogers Peet & Co., 842 Broadway, New York, is no longer in the market for material.

Everygirls, Grand Rapids, Mich., informs contributors that owing to drastic reductions in the editorial budget it is practically out of the market for material.

The Canadian Messenger, 160 Wellesley Crescent, Toronto, Canada, advertises that it wants 3000-word stories—Catholic atmosphere, human interest, good plot and characterization, pointed without being preachy. No love stories. Also articles of practical Catholic interest. Payment is at 1/2 cent a word on acceptance.

Arts and Decoration, 578 Madison Ave., New York, has, according to Mary Fanton Roberts, editor, "gone much more social" than formerly. "We are interested," Miss Roberts writes, "in the American hostess today, who lives wisely and entertains beautifully, and has an air of graceful gaiety about her life—at the same time a realization that these are depression times, and while entertainment is as charming as ever, it cannot be so lavish."

GREETING CARD MARKET NEWS: The Bigelow Press, South Bend, Ind., according to W. R. Forrest, manager, does not publish an Every Day line. . . . W. M. Beach, editor of The Bromfield Publishers, 12 High St., Brookline Village, Mass., writes: "We are in the market at the present time for Sweetheart Birthday for 25, 35 and 50 cent greeting cards; also Mother, Cousin, Uncle and Son in the Family Birthdays at 25 cents, Dad's Birthday at 15 cents and Bon Voyage at 25 cents." . . . George S. Carrington Co., 2732 Fullerton Ave., Chicago, buys Christmas, Valentine, Birthday, and General greetings, paying 25 cents a line or less. Will be in market May 15 to June 15. . . . Henderson Lithographing Co., Norwood Station, Cincinnati, O., will not be buying anything until "late spring or early summer." The editor, Becky Wadsworth, writes, "get in touch with us at this time." . . . Japanese Wood Novelty Company (Paramount Line), 109 Summer St., Providence, R. I., is paying 25 cents a line up for verses. At last information Easter, Valentine, and Every Day material was wanted by the editor, Theodore Markoff. Slow to report. . . . Marie Greeting Card Co., 513 Prospect St., Leavenworth, Kans., does not answer inquiries as to its requirements, but returned manuscripts show evidence of having been read. . . . C. C. Culp, editor of Hall Bros, Inc., Grand Ave. and Walnut at 26th, Kansas City, Mo., is partial to novelties. . . . Julius Pollak Sons, Inc., 141-155 E. 25th St., New York, is an "in again-out again" market. It is necessary to keep in close touch with the editor, H. Trauring, in order to know when to submit material for the spasmodic and usually brief buying periods. At this writing, the word from the Pollak office is: "Around the first of June we will begin to consider material suitable for Christmas and New Year." Rust Craft Publishers, Inc., 1000 Washington St., Boston, asks contributors to time mailings so that the company will not have more than four groups under consideration at any one time. Present requirements are for Christmas, New Year, Thanksgiving, and Every Day sentiments. . . . R. H. Hill of the P. F. Volstead Co., Joliet, Ill., says that the company will be ready after June 1st to consider Christmas, Birthday, Wedding Congratulations, Anniversary Congratulations, Birth Congratulations, Cheery Greeting to Shut-In, and Sympathy for Bereavement material. . . . Material submitted to Success Company, 19 Madison Ave., New York, was returned with the notation, "Send verses to Owen Card Publishing Co., Elmira, N. Y." The Owen Company writes, "Sorry, not buying a thing just now." . . . Z. & W. M. Crane, Inc., Dalton, Mass., says: "We are closing out our Greeting Card Line and are not interested in sentiments at this time." . . . Modern Vogue, Inc., 132-136 W. 14th St., New York, writes: "We are going out of business." . . . Artists and Writers Guild, Quality Park, St. Paul, Minn., is retiring from the greeting card field to devote its entire attention to production of playing cards. . . . The Murray Engraving Company, 6152 S. Wabash Ave., Chicago, might be interested in very conventional general sentiments for its line of personal Christmas cards. . . . Northcraft, Inc., 516 S. 4th St., Minneapolis, Minn., according to John A. Heinrich, receiver for the company, has not arrived at any decision as to whether it will produce a line of greeting cards for the coming season. . . . Paper Novelty Manufacturing Co., 225-227 E. 36th St., New York, although according to its letterhead it makes Valentines, advises an inquirer that it is "not interested in Valentine verses nor in verses for Greeting Cards." A possible market for novelty designs. . . . Don F. Matson, Monessen, Pa., is not buying verses for greeting cards "at present."

Western Trails, 67 W. 44th St., New York, has reduced its novelette length limit to 15,000 words.

IMPORTANT TO WRITERS

"The new writer has no chance" is a complaint sometimes voiced. It is unjustified. Clients of mine—every one a "new writer"—have sold to practically all markets, including Saturday Evening Post, Collier's, Red Book, Woman's Home Companion, Ladies' Home Journal, Pictorial Review, Cosmopolitan, the action magazines, detective magazines, etc. One sold over \$2,000 worth to one group last year. Several had novels published and plays produced. One had a musical comedy produced.

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FOR those who are not lured by large promises but desire really professional instruction, sympathetic frankness instead of flattery, and a teacher with a thorough knowledge that does not have to rely upon endless technicalities and formal rules. Mr. Hoffman's standing in the magazine world is known. An editor for 25 years (*Adventure*, *McClure's Delineator*, etc.) he is particularly known as friend, helper and developer of new writers. His two books on fiction writing are standard; he has proved his own fiction ability. Individual instruction only; no classes, no set courses, no assistants. No marketing—that is a specialty in itself, requiring full time for best results. No poetry, plays or scenarios. A specialty is made of "one-man" courses, the course in each case being entirely dependent upon the needs of that case. Write for Booklet A.

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Junior Home for Parent and Child, 1018 S. Wabash Ave., Chicago, is reported by one contributor to have failed to pay for an article used more than a year ago.

American Hebrew and Jewish Tribune, on May 1, moved from 41 W. 47th St. to 212 Fifth Ave., New York.

Young People's Weekly, Elgin, Ill., of the D. C. Cook Publishing Company group, has reduced the preferred length of its short-stories to 2500 words. Serial chapters should also adhere to this length.

Smokehouse Monthly, *Whiz Bang*, and *Hooley*, 529 S. 7th St., Minneapolis, Fawcett humor magazines, are now edited by E. J. Smithson.

Radio Digest, 420 Lexington Ave., New York, is out of the market for material.

Adventure House, 150 W. 47th St., New York, is announced as a new publishing company. George Bruce, who has been editing *Sky Fighters*, is editor, and the requirement is for air-war short-stories about 6000 words in length. Rates are not yet announced.

American Forests, 1727 K St., Washington, D. C., will not be buying material until further notice.

Discontinued—Suspended

The Moment, 363 7th Ave., New York.

John Martin's Book, 300 4th Ave., New York.

Nativity, 63 W. 15th St., New York.

PRIZE CONTESTS

College Humor and Sense, Paramount Bldg., New York, will announce in its June issue a contest for undergraduates or graduates of this June, for the best first short-story submitted before September 1. The prize will be \$500, and the right is reserved to buy any other manuscript submitted in the contest at regu-

lar rates. It is not necessary that the story be laid in a college. College students may submit as many manuscripts as they wish; lengths not less than 1500 and not more than 5000 words. The hope is to uncover a number of good college writers. The magazine also will continue its policy of publishing first short-stories by new, young writers generally.

The International Mark Twain Society, Webster Groves, Mo., offers a prize of \$25 for the best letter received on or before September 1, 1933, dealing with the subject: "Who I Consider the Best Living Novelist of My State, and Why." Letters should not exceed 500 words.

The Quiet May Oil Burner Corporation, Baltimore, Md., offers a first prize of \$500, and forty-two others down to \$5, for a descriptive name for its new burner. An entry blank and conditions may be obtained from the company. Closing date, June 30.

The Princess Plays for Children Contest offers an award of \$10 for a full-length play for child audiences. Closing date, September 15, 1933. Address Mrs. Ira Fischer, 7625 Wydown Bldg., St. Louis, Mo.

Mystery Magazine, 55 Fifth Ave., New York, offers a prize of \$25 to the first person telegraphing it a solution to a murder mystery published in each issue.

The Pulitzer Prizes for Literature for 1932, announced last month, award the \$1000 prize for best novel of the year to T. S. Stribling for "The Store," published by Doubleday, Doran & Company. The play award was given to Maxwell Anderson for "Both Your Houses"; the history award to the late Frederick Jackson Turner for "The Significance of Sections in American History," Henry Holt & Company; the prize for a biographical work to Allan Nevins for "Grover Cleveland," Dodd, Mead & Co.; and the poetry prize to Archibald MacLeish, Houghton, Mifflin Co.

Trade, Technical and Class Journal Department

JOHN T. BARTLETT, EDITOR

THE GOVERNMENT FOLD

A FOLDING idea which direct-mail advertisers have employed for years, to increase orders, lends itself to manuscript selling. It is the government fold, so called from its use by certain Federal departments, and it consists in folding a sheet twice with the second fold reversing the direction.

The manuscript so prepared presents the top third of the first page to the editor. As it lies about his desk, its title, author, lead, are willy-nilly seen by him. The theory is that this condition will be propitious to early decision; after acceptance, to early use. The department editor has long folded his manuscripts in this way.

LENGTH LIMITS

IT may be that, occasionally, an arbitrary length limit stifles genius and cramps originality. The beginner usually feels so.

To one such case, there are a thousand where the limit, respected, produces a better article.

Almost all writers, left to themselves, take more words to tell a story than are needed, and not wholly

out of artistic striving for effects. Lazy craftsmanship, a desire to wring more words, at so much per, out of the material, inability to produce a direct, clean-cut job—these are far more often responsible. The writer who cheerfully accepts the limits set up by the editors whom he serves usually writes better articles. And as for sales, there is no comparison of results.

LITERARY MARKET TIPS IN THE TRADE, TECHNICAL AND CLASS JOURNAL FIELD

Good Hardware, 79 Madison Ave., New York, has been merged with *Hardware Age*, 239 W. 39th St., the staff of which will carry all its editorial responsibilities.

Signs of the Times, P. O. Box 771, Cincinnati, announces a reduction in rates from $\frac{3}{4}$ and 1 cent, to $\frac{1}{2}$ cent, a word.

National Bottlers Gazette is now located at 80 Broad St., New York, instead of 233 Broadway. Its editorial scope has been enlarged to cover the beer, as well as the soft-drink, bottling trade. W. B. Keller, Jr., is editor.

Mill & Factory has moved from 420 Lexington Ave., to 205 E. 42nd St., New York.

Modern Brewery is now located at 205 E. 42nd St., New York. Hartley W. Barclay, editor, writes that *Modern Brewery* is a de luxe trade paper for brewers, using special articles on engineering, management, and merchandising, up to 1200 words. Payment is usually made, according to Mr. Barclay, on acceptance, at 2c a word. Special assignments for interviews are given.

The Keystone, Mt. Airy P. O., Philadelphia, although overstocked until recently, is now in the market for helpful articles of real interest to jewelers, according to word from H. P. Bridge, Jr., who has returned to the publication as editor.

Shears, Haywood Bldg., Lafayette, Ind., which heretofore has served only the manufacturer of packages, has enlarged its scope to cover also the users of packages.

The Cotton Economist is a new weekly announced at New Orleans, La. (P. O. Box 639). It is being published by Walter C. Wright, formerly publisher of *Lumber Trade Journal*.

Successful Selling Magazine, 400 W. Madison Ave., Chicago, had a first issue of 100,000 copies. The publication is directed toward direct salesmen.

Concrete Products, and *Rock Products*, both published by Trade Press Publishing Co., have moved from 542 S. Dearborn St., where they have been located for 17 years, to 330 S. Wells St., Chicago.

Motor Maintenance, Tribune Tower, Chicago, was discontinued with the March issue.

Refrigerating World, 25 W. Broadway, New York, is now edited by William H. Ross, replacing Roland Chamberlain. The market is open for articles on ice merchandising and manufacturing, cold storage, air conditioning systems, and technical and practical articles on refrigeration problems. The rate is 20 cents a published inch.

Sanitation Maintenance, 136 Libert St., New York, has been temporarily suspended.

Toilet Requisites has moved from 250 Park Ave., New York, to 30 Rockefeller Plaza.

Music Trade Review has been merged with *Radio Merchant*, 420 Lexington Ave., New York.

The Black Diamond, Manhattan Bldg., Chicago, does not expect to be in position to buy feature material before the late summer or early fall. E. B. Campbell is editor.

Petroleum Marketer, 3301 Buffalo Drive, Houston, Texas, has a plentiful supply of short merchandising ideas on hand for some time to come. "But we seldom get too many high-class articles which give full details on sales methods and methods of management," writes Grady Triplett, editor.

Southern Dairy Products Journal has a new address, 816 Spring St., N. W., Atlanta, Ga.

Art in America, formerly at 578 Madison Ave., New York, is now located at Westport, Conn., Box 524, and bears the new title, *Art in America and Elsewhere*. Manuscripts are reported to be paid for "very modestly, sometime after publication."

Electric Refrigeration News, Maccabees Bldg., Detroit, is now publishing an engineering section each week, instead of every two weeks. Related news items are grouped under appropriate headings.

The Furniture Manufacturer, 200 N. Division Ave., Grand Rapids, Mich., is now being edited by Milton L. Samson, who replaces A. C. Saunders.

American Restaurant Magazine, 5 S. Wabash Ave., Chicago, reports: "Due to the limited editorial budget with which we are now working, we are not in the market for any free-lance material."

American Hairdresser, 386 Fourth Ave., New York, though limited in space, uses some news of shop openings, association activities, manufacturer and jobber activities, and material of similar nature. Payment for material is made promptly after publication at 1 cent a word.

Art and Archaeology, Southern Bldg., Washington, D. C., is badly overstocked, and will not be a market for at least a year, according to Arthur Stanley Riggs, editor. "Ninety-five per cent. of our material," writes Mr. Riggs, "is contributed by scientists without remuneration. There is no allowance in our budget for the purchase of articles. When we do purchase an article, and this seldom happens except in the case of foreign scholars, we have a flat rate of \$25, or about a cent a word, including illustrations. Ours is a magazine of a philanthropic nature which has been operated for nineteen years without profit; therefore, we are not to be considered at all as a regular commercial market."

National Cleaner & Dyer, 305 E. 45th St., New York, is buying very little except regular features, and using no news items except such as are of sufficient significance to create nation-wide reader interest, according to Roy Denney, editor.

Western Advertising, 564 Market St., San Francisco, is buying no outside contributions at this time.

Drug Topics, 330 W. 42nd St., New York, is now paying only \$1 for short merchandising ideas, unless illustrated, when \$1.50 will be paid. Don Robinson, associate editor, requests that they be kept to 100 words.

Pollock's Newspaper News, 760 Gateway Bldg., Minneapolis, buys no news or features. "The News," writes Robert L. Pollock, "is devoted entirely to news items concerning newspapers and newspaper men in this territory. This news is gleaned from the newspapers in this territory and is also contributed by the editors interested."

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo., concentrates on time and labor-saving articles of interest to home mechanics, but is paying a lower rate than formerly, 1 cent now being top price. E. A. Weishaar is editor.

Furniture Warehouseman, 1018 S. Wabash Ave., Chicago, uses no outside contributions.

WRITER'S SUPPLIES

Manuscript Paper, mailing envelopes, covers, carbon, ribbons, etc., are advancing in price. Now is the time to buy. To date we have not advanced prices, and for a limited time only, we offer standard supplies at REDUCED PRICES.

LOOK AT THESE SPECIALS FOR JUNE AND JULY

Look at These Specials for June and July

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20-lb. (Light Wt.), 9x12 and 9½x12½. 25 of each size.....	80c
20-lb. Size, 6x9 and 6½x9½. 50 of each size.....	80c
32-lb. Glazed Kraft, Gummed Flaps, 9x12 and 9½x12½ (Brown). 25 each size.....	\$1.25
24-lb. Medium Wt., 6x9 and 6½x9½. 50 of each size.....	\$1.00
24-lb. No. 10 and 11. 50 of each size.....	95c
Manuscript Paper. Good Grade, 8½x11	
Artesian High Grade Leader, Medium Grade	
Ream, 500 sheets, boxed, 20-lb.	\$2.00
Ream, 500 sheets, 20-lb.	\$1.20

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Mr. Frank C. Cross, Assoc. Editor,
The Author & Journalist,

Dear Mr. Cross:

Today I have a check from the Editor of **The American Magazine**, and I am thanking you for it.

The fact that you write for all the leading magazines and therefore are in close touch with the needs of editors, caused me to dig my article out of the waste basket and send it to you for a criticism.

Now, I am convinced that an honest critic can prescribe for a sick story as capably as an honest doctor prescribes for his patients. You pointed out the weak points of my article and I rebuilt it according to your suggestions. I rewrote the opening to conform with your outline. By following your criticism, my sick article assumed a professional air and sold within two weeks after I sent it out.

Sincerely, **LORAINÉ CARR**,
Amarillo, Texas.

*See "Mother of the Smiths" in June American.

Charges for **A. & J. Criticism Service** fit the times—\$2.00 for the first 1000 words, then 50 cents a thousand up to 10,000 words; above 10,000, 40 cents a thousand. Return postage should accompany all manuscripts. Fees payable in advance.

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